### CITY OF LODI INFORMAL INFORMATIONAL MEETING "SHIRTSLEEVE" SESSION **LODI CONFERENCE & VISITORS' BUREAU** 2545 WEST TURNER ROAD, LODI TUESDAY, APRIL 25, 2000

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, April 25, 2000 commencing at 7:00 a.m.

### **ROLL CALL**

Present:

Council Members – Hitchcock, Land, Nakanishi, Pennino and Mann (Mayor)

Absent:

Council Members - None

Also Present:

City Manager Flynn, Deputy City Manager Keeter, Administrative Assistant to the City

Manager Hamilton, Library Services Director Martinez, Community Center Director

Lange, City Attorney Hays and Interim City Clerk Taylor

Also present was a representative from The Record.

### TOPIC(S)

1. Discover Lodi! Hands on tour of the new Lodi Conference and Visitors' Bureau (LCVB)

### **ADJOURNMENT**

No action was taken by the City Council. The meeting was adjourned at approximately 8:20 a.m.

ATTEST:

Jakqueline/L.

Interim City Clerk



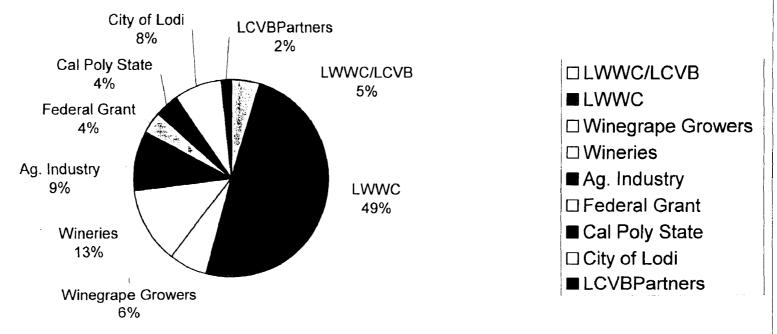
CONFERENCE & VISITORS BUREAU

Lodi City Council - Shirtsleeves Session April 25, 2000

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Total Effort	LWWC/LCVB	LWWC	Winegrape Growers	Wineries	Ag. Industry	Federal Grant	Cal Poly State	City of Lodi	LCVBPartners
\$1,585,000.00	\$75,000.00	\$785,000.00	\$100,000.00	\$200,000.00	\$150,000.00	\$60,000.00	\$60,000.00	\$130,000.00	\$25,000.00



\* projected

## Lodi CVB Budget- Current

### Lodi Winegrape Commission LCVB Partners/Community Revenues City of Lodi

Total Revenue

\$60,000.00 \$30,000.00 \$10,000.00

LCVB Partners

\$100,000.00

### □City of Lodi

LCVB Current Budget Revenue

Lodi CVB Budget - Current

Lodi Winegrape Commission

City of Lodi

%09

□LCVB Partners/Community

Lodi Winegrape Commission 30%

> Tourism/Conf. Promotion Community Relations Expenses General Expense

\$29,400.00 \$25,600.00 \$45,000.00

Total Expense

\$100,000.00

## LCVB Current Budget Expenses

General Expense Tourism/Conf. 45%

29%

Community Relations

☐ General Expense

☐ Tourism/Conf. Promotion

Community Relations

### ☐ Partners/Community ■ Lodi Winegrape Commission □ City of Lodi LCVB Proposed Budget Expense LCVB Proposed Budget Revenue City of Lodi 56% Lodi Winegrape / Commission Partners/Community 33% \$75,000.00 \$25,000.00 \$34,500.00 \$57,500.00 \$138,000.00 \$130,000.00 \$230,000.00 \$230,000.00 Lodi Winegrape Commission Tourism/Conf. Promotion Community Relations Revenues Expenses Partners/Community General Expense Total Revenue Total Expense City of Lodi

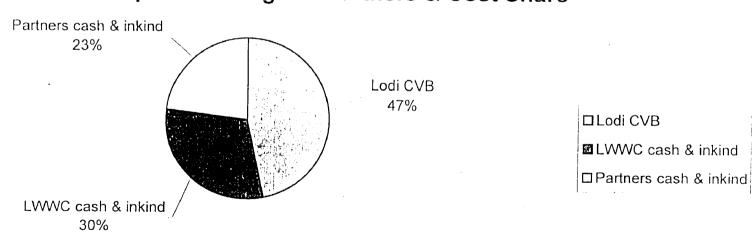
# LCVB Proposed Budget Expense General Expense 15% Community Tourism/Conf. Promotion 25% □ Tourism/Conf. Promotion

### Lodi Conference & Visitors Bureau

**Expanded Programs and Shared Costs** 

Program	Lodi CVB	Winegrape Comm.	Partners/Others	Program Total
Community Concierge	\$19,000.00	\$7,500.00	\$10,500.00	\$37,000.00
Lodi Wine Trail	\$6,000.00	\$2,500.00	\$7,500.00	\$16,000.00
Marketing Campaign	\$7,000.00		\$16,300.00	\$23,300.00
Advertising/Outreach	\$38,000.00	\$35,038.00		\$73,038.00
Partner Total	<i>Lodi CVB</i> \$70,000.00	LWWC cash & inkind \$45,038.00	Partners cash & inkind \$34,300.00	\$149,338.00

### **Expanded Program Partners & Cost Share**



### Lodi Conference & Visitors Bureau

Expanded Program 2000-2001

Please see attached program details for each component.

### 1. Community Concierge

Total Investment	<u>\$37,000</u>
Lodi CVB	\$19,000
Winegrape Comm.	\$7,500
Partners/Other	\$10,500

### 2. Lodi Wine Trail

Total Investment	\$16,000
Lodi CVB	\$6,000
Partners/Other	\$10,000

### 3. "Lodi...life the way it should be." Marketing Campaign

Total Investment	\$23,30		
Lodi CVB	\$7,000		
Partners/Other	\$4,650		
Economic Dev.	\$11.650		

### 4. Advertising Outreach Campaign

Total Investment	\$73,038
Lodi CVB	\$38,000
Winegrape Comm.	\$35,038

Total Program Investment	<b>\$149,338</b>
Partners/Other Investment Share	\$79,338 (53% of total program)
Lodi CVR Expanded Program Request	\$70,000 (47% of total program)

### .f margor9

### Community Corner at the Discover Lodi! Wine & Visitors

The Community Corner will be a feature component of the new visitor's center. A scaled down model copy of a downtown Lodi kiosk is planned for the center of this area. Inside the kiosk will be a touch screen program, aptly named the Community Concierge, which will allow visitors to search for and retrieve information about Lodi dining, shopping, activities, attractions, events and more.

To further serve visitors - plans for the Community Concierge will include a complete listing of churches and places of worship, Lodi service clubs and meeting times/locations, as well as other community organizations and businesses (hospitals, grocery stores, and so on). Set up in the fashion of a bridal registry program, the visitor will then be able to print out selected pages of information to take with them. The Community Corner will also house a community calendar, event posters and flyers and other current community and visitor information. The volunteer program will be tied closely to this area for additional information, directions and a taste of the personalized service, hospitality and local pride that Lodi is becoming known for.

000'07\$

Construct basic kiosk framework, hardware, and installation. Monitor shelf and housing. Install LCD touch screen monitor, DVD player. Paint prep, prime and finish coats.

000'01\$

Original content, art, video, photography, editing, touch screen program.

\$7,000 (annually)
Maintenance, content and program updates, printer cartridges, paper.

Service Clubs

000'ZE\$

Total Initial Community Corner Investment

Cost Share:

Lodi CVB
Vinegrape Comm.

Lodi CVB Partners

Sy,500

Business Community

Solution (estimate based on expanded listing & logo program)

Business Community

Solution (estimate based on expanded listing & logo program)

\$1,500 (estimate based on support levels)

### Program 2.



The Lodi Wine Trail program will serve as both an image enhancement tool and general visitor directional signage. Rather than a specific route, the Wine Trail will serve to identify and direct visitors to local wine tasting rooms and wineries. It will also be a subtle reminder of the beauty and scenic value of the Lodi area, which includes vineyards, but also features orchards, rivers, rural farming communities, and nature areas and habitat.

Collateral marketing materials in the form of an appealing and usable map brochure will provide an overview of the entire Lodi and Wine Trail area. Points of interest (such as Lodi Lake, Downtown, and the SJ Historical Museum) will be noted on the map. The map brochure will be available at the Discover Lodi! Wine & Visitor Center, local wineries, Chamber of Commerce, as well as area attractions and businesses.

The Lodi CVB is coordinating with the San Joaquin County Department of Public Works on installation, and Wine Trail signs will be placed throughout the countryside of Lodi. In addition, Lodi service clubs are being approached to provide partial installation labor where feasible. The Lodi CVB will coordinate with the City of Lodi Public Works Department to provide supplementary city directional signage throughout the city, where appropriate, that will continue to guide travelers.

### Costs outlined are for 50 signs

Signs – including design/art and manufacturing	\$5000
Labor – estimated at \$100 each, including pressure treated post	\$5000
Map Brochure – art design and printing	\$6,000

### Total Initial Investment

\$16,000

Cost Share:

LCVB \$6,000

Lodi Winery Association \$2,500 (half of sign cost)

Lodi Sunrise Rotary \$5,000 (estimated in-kind labor/installation)

Potential Marketing Sponsor \$2,500 (for brochure map)

### Program 3.

City of Lodi Economic DevelopmendLCVB Cooperative Project "Lodi...life the way it should be" Marketing Campaign

each, would be beneficial. felt that a joint project, which would leverage the dollars, resources and ideas of packets. Since tourism and economic development are tied closely together, it was regarding the two organizations sharing various materials for leads and fulfilliment marketing campaign. The impetus for the program came from discussions Development Department are cooperatively developing a fully integrated Lodi businesses, the Lodi Conference & Visitors Bureau and the City of Lodi's Economic In order to tell the story of Lodi to potential travelers, as well as residents and

initial impressions are the best. impressions and the "Lodi... life the way it should be" campaign will ensure that image is of utmost importance. First impressions are quite often lasting The creation of current and appealing Lodi marketing materials with a consistent

potential business/economic development leads, and more. meeting/conference packets; utilized in relocation packages; to fulfill inquiries by presented at travel and trade shows; used as the basis for visitor's and These integrated, high quality materials will serve many functions, such as: being

Elements of the marketing campaign include:

- economics, unique features and so on. about Lodi including lifestyle, community, business, demographics, events, culture, 8 page, four-color, 8.5x11" booklet filled with visual images/photos and information
- utilized for quantity distribution and first phase lead fulfillment due to it's smaller cost smaller (8 page) brochure which summarizes the larger booklet, and which can be
- organization with specific information depending on need, market and request (e.g. individual laser ready, logo sheets which can then be customized by each
- other community marketing materials (such as the visitors guide). presentation folder - fold out pocket style for inclusion of above materials as well as calendar of events, demographics, etc.)

008'87\$ Art, design and printing of all components: Total Investment

059't\$ 000'25

Lodi Economic Development: LCVB Project Partners **ICAB** 

Cost share:

099115

### Program 4.

### Lodi Advertising Campaign

It is <u>imperative</u> that Lodi develops and implements a strategic advertising campaign in recognized major travel publications. As we all know, advertising investment very often leads to high value editorial; publishers are happy to support advertisers. Lodi has a story to tell, with a wide variety of high quality, exciting and diverse programs and attractions to offer. We need to tell that story.

Currently there is little, if any knowledge, of Lodi outside our immediate geographical reach. Results of a recent regional market study indicate that a majority of respondents had minimal knowledge of Lodi, as well as an impression of Lodi was not all together positive. We need to expand our outreach into target markets and we must work to ensure that our investments in the community are profitable and beneficial. Attracting visitors is one way to ensure this. We must continue to position Lodi as a destination for this to happen.

### BASIC ADVERTISING STRATEGY - YEAR ONE

### California Visitors Guide

½ page (full year)

\$15,500

Published annually by the CA Division of Tourism. 485,000 distribution. Reaches over 1.9 million inbound travelers. Includes reader response on postcard and a toll free request number. Each month, the division mails a list and labels of interested visitors based on responses. Ad rate includes enhanced listing in regional section of guide and a hyperlink from the CA Division of Tourism Website. Full year publication. For the 2000 Guide, the LCVB participated in 1/3 of a 1/3 page ad co-op with the Stockton CVB. Since the guide's release in February, the LCVB has received close to 150 requests for Lodi information from potential visitors around the state, country and globe. We would like to expand upon Lodi's presence in the guide for the 2001 year.

### Sunset

### 5" reader response ad @ 12x

\$20,640

Sunset has a circulation of 1,326,274 in the Western U.S. and of that, 759,000 are California subscribers. Other U.S. circulation is 113,575

Sunset is the premier publication for travel, lifestyle, food and culture for the Western United States. 78% of Sunset subscribers traveled to Northern California between 1994 and 1997. Average annual household income of readers is \$81,900. The reader response advertising program (readers circle a number on a postcard insert and send to Sunset) includes a list of interested travelers and mailing labels sent to the LCVB each month. For example: Ironstone Vineyards has begun advertising in Sunset's Reader Response section and receive, on the average, 1000 requests/labels per month from interested visitors. An advantage to this program is that travelers have already been pre-qualified as interested in the destination and desire more information about it. Because of this pre-qualified component, this type of a program leads to a very cost efficient use of materials and postage.

### Program 4, continued....

### VIA Magazine (AAA)

Wine Country section @ 6x

\$23,898

VIA's circulation is 2.6 million with an estimated readership of 5 million.

The Wine Country section means prime placement in every issue and includes a listing in VIA's Reader Response section, in which readers circle numbers corresponding to destinations they would like to receive more information about. Each month, VIA will send the LCVB a list of those interested in visiting Lodi, along with mailing labels. As stated above (in Sunset information) this results in a pre-qualified list of interested visitors and a good use of materials and postage. Reader response lists also become the basis for future mailing lists for events, special promotions and so on. 43% of readers are age 35-54, with an average household income of \$75,000. More than 2 million drink domestic wines and are frequent, educated travelers. VIA publishes an extensive calendar of events and is widely utilized by readers for travel planning and travel decisions.

### Lodi Website

### Total Design and creation

\$13,000

The Lodi Website must serve as both an invitation to visit Lodi and provide travel planning assistance. The current Website will be designed to serve as both an online visitors guide and the foundation for the new Community Concierge program. The design firm contracted to design all wine and visitor center exhibits will also be creating the Websites for the Lodi Conference & Visitors Bureau, the Winegrape Commission and the Discover Lodi! Wine & Visitors Center, which will result in a consistent and integrated web presence for Lodi. The Website will have tremendous impact as a site on the World Wide Web, and also serve as the information source for the touch screen kiosk program. Future plans include utilizing the Website to make reservations for rooms, shows and dining.

A recent conference speaker shared information about travel and the Internet: 42% of the population has Internet access at home and 55% at work. 35% used the Internet for travel planning and information and this will steeply increase in the next 3 years. People are also seeking out destinations that are different and "untouched." Lodi is in a prime position to take advantage of this growing interest in new travel, and the web as a tool for marketing.

Website creation, content and design: \$10,000

To include virtual tour footage, 360-degree digital photography of major attractions and conference sites, audio files, auto-responder and e-mail capabilities, links to Lodi community and businesses, expanded search engine registration.

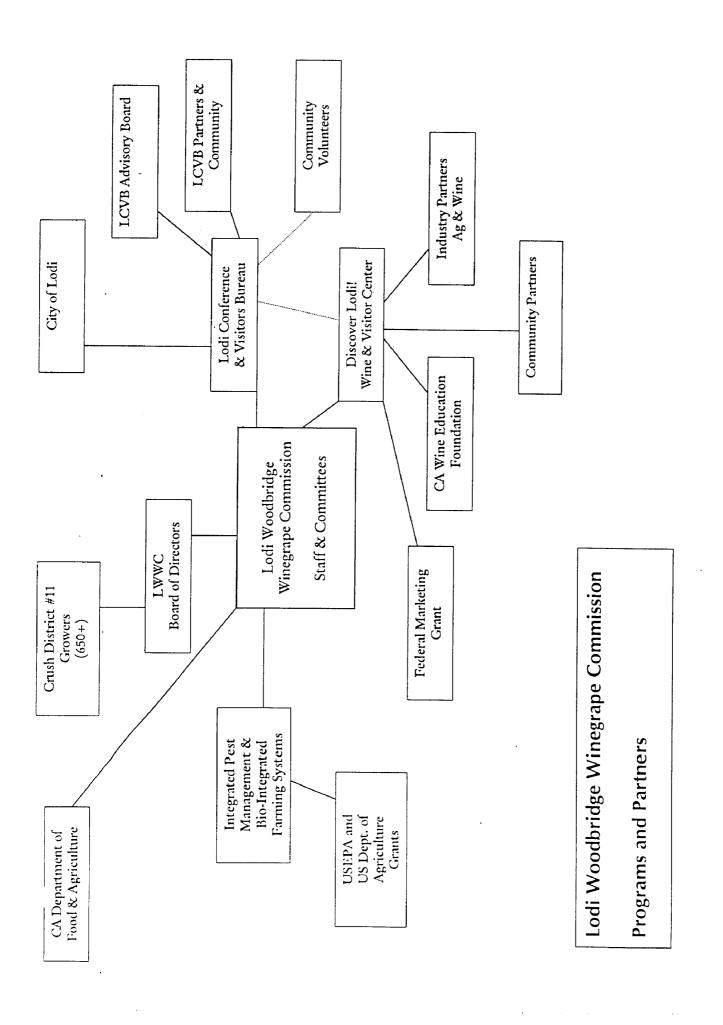
Maintenance and update costs annually: \$3,000 Domain name, search engines and content.

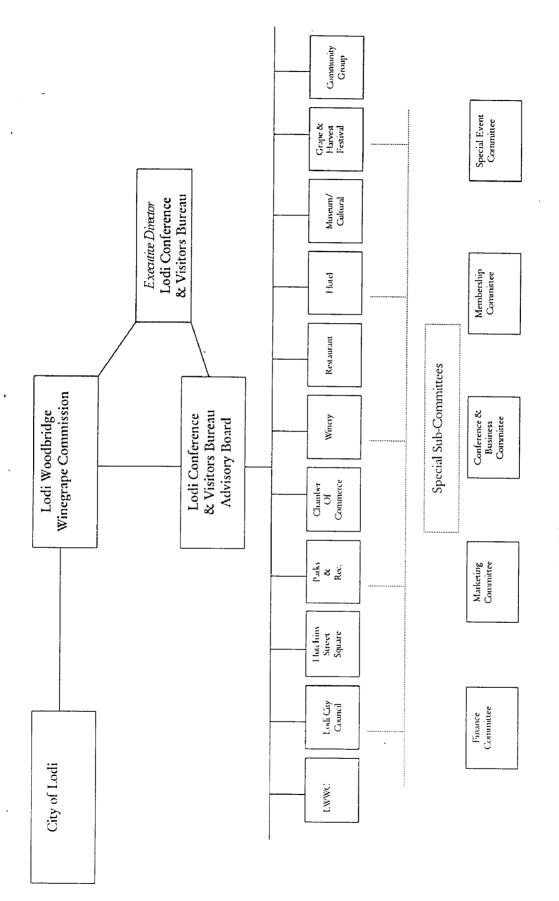
Total Advertising Outreach Investment

\$73,038

Cost Share: Winegrape Commission Lodi CVB

\$35,038 \$38,000





Monters of above special sub-committee <u>do not</u> also bave to be monters of the overall Advisory Board. Interested appropriate individuals from within the community way be invited and appointed to serve.



April 25, 2000

Dear Lodi City Council Members.

Since 1991 the Lodi-Woodbridge Winegrape Commission has proudly served the interests of its 650 winegrower constituents. With the grower's vision, effort and financial support the commission has developed innovative programs in regional marketing and grower education. It has also created an award-winning integrated pest management program that is known nationwide. In addition the commission is pleased to have become partners with the City of Lodi in operating the Lodi Conference and Visitor Bureau, whose goal is to increase tourism through regional marketing efforts.

Lodi growers are successfully making Lodi more prominent in the world of wine. Over the last decade local acreage has increased from 45,000 to 75,000 acres of premium winegrapes. The crop value has increased from \$75 million in 1991 to \$242 million in 1999. The number of wineries designating Lodi on the label has expanded dramatically. The commission has grown in scope and influence, and its grower-leaders now seek to serve the local economy in an even more significant manner.

In September 2000 the winegrape commission will celebrate the opening of the "Discover Lodi! Wine and Visitor Center" - a stunning new tourism venue to highlight the Lodi region and its abundance of visitor-related sights and activities. The center will be primarily supported by grower assessments, however a broad base of financial support has been generated from community and industry sources to shoulder the \$1.5 million establishment costs

Over 2000 square feet of space at the new center will be devoted to exhibits and interactive displays, exploring the nature of one of the state's most famous food products, wine. Since wine-tasting rooms have proven to be an effective economic development tool, a major focus of the center will be consumer wine education. The winegrape commission has partnered with leading international wine experts to create a first class wine and food program that will be offered on site, and will be cooperating with all local wineries to increase visitorship in their tasting rooms.

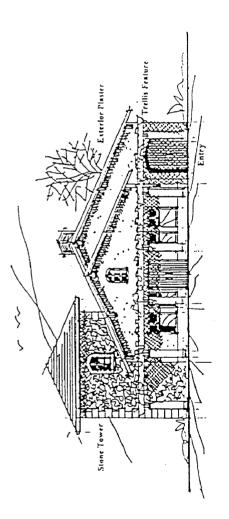
The winegrape commission is proud to create this "bricks and mortar" approach to generate tourism for the benefit of the Lodi community. We are confident that the exhibits, displays, and educational offerings at the center will provide a powerful magnet to attract visitors to the Lodi region to enjoy all that it offers. We look forward to continuing to work with the City of Lod and its support of the Lodi Conference and Visitor Bureau as a partner in this exciting new venture.

Lodi Woodbridge Winegrape Commission Board

# Discover

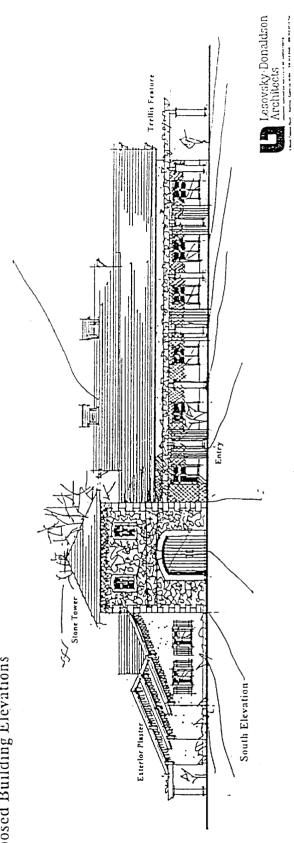
# Wine & Visitors-Center

- State of the art exhibits, classes, events and visitor information
- Educational and entertaining
- Positions Lodi as a destination Referral Center for community
  - Local Volunteers
- Broad based support
- Industry and Community



East Elevation

Proposed Building Elevations



### Discover Lodi! Wine & Visitor Center Exhibits/Displays

### Winery Hot Line & Community Corner

This inviting and dynamic area will contain comprehensive and current visitor information. Visually appealing and interactive, the area will encompass a Winery Hotline, where visitors can place calls to local wineries directly to set up appointments and more. The Community Corner will feature a Virtual Concierge which will direct visitors to the wide variety of dining, shopping and lodging choices in Lodi, as well as up to the minute information on local and regional events, attractions and activities. Craving Mexican food? Interested in the upcoming concert at Hutchins Street Square? Searching for a unique antique? Ask the Concierge! A scale version of a Downtown Lodi Kiosk and a Community Concierge program – utilizing enthusiastic Lodi citizens as volunteers - will complement this special feature.

### Topographical Map & Virtual Lodi Tour

Topographical Map that illustrates the unique climatic attributes that separate Lodi as a premium winegrowing region in the state of California. Nestled in the exhibit is an interactive virtual tour of Lodi that takes travelers on a journey of discovery through the vineyards and wineries of this historic winegrowing district. Music, sight, and sound drive the excitement as the tour unfolds itself to the traveler. See a vineyard blossom in the spring, take a panoramic journey through the cellar of one Lodi's boutique wineries, watch the precision of a mechanical harvester navigating a vineyard. Join us for the Journey!

### Vine & Soil Exhibit

Go down under as you explore the different soils of the Lodi region. Learn how soil plays a critical role in the quality of wine. See how the roots reach into the earth and extract key nutrients and water. This four-sided plexiglass exhibit will profile four different soil types in the Lodi region, and illustrate their value in producing quality Lodi wines.

### Integrity Award Exhibit

Profiles of past winners, and the lives they lead. How they exemplified integrity in their daily lives. The California Wine Industry would not be where it is today without these inspirational leaders. Created by the Lodi-Woodbridge Winegrape Commission, the Integrity Award seeks to honor those individuals who have shaped our industry.

### Historical Exhibit

Tipping our hat to history, this exhibit will feature the people, ideas, innovations and events that have shaped the modern day Lodi. Rotating periodically, the exhibit will allow us to work cooperatively with local historical resources and organizations to recount the rich stories of our region's most valuable industry and connect the past to the present.

### Virtual Winemaker

So you want to be a winemaker? Step up to this interactive display and try out your skills at grape growing and winemaking. Using Lodi winegrapes, what are the different varieties of grapes you could grow? Will you age the wine in French or American Oak barrels? What will you charge per bottle for the fruits of your labors? Will the wine critics love your creation or not? Based on the latest developments in wine education by WineQuest, Inc., this winery simulation game will provide an exciting interactive exhibit that will be both entertaining and educational.

### OAK FERMENTATION TANK

A large upright oak fermentation tank, split down the middle and separated by a 6-foot walkway will provide the background to tell the story of grapes and wine.

### IPM Exhibit

Explore the pioneering efforts being made by Lodi growers at sustainable farming practices. Go inside an owl box, learn the value of cover crops, drip irrigation, and natural enemies. See how Lodi growers are using these strategies and others as they strive to do the right thing in the right way.

### A Year in the Vineyard

On this inside half of the oak tank take a journey through the season in the vineyard. From budbreak to harvest, explore the seasonal lifecycle of a vine, witness the multitude of decisions growers make as they cultivate the vine, see that wine grow from ground to glass as you explore the seasonal journey of your favorite grape.

### A Year in the Winery

On this side of the oak tank learn how that wonderful grape becomes wine. From the chaos of crush to the bottling line, witness the art and science of how grapes become wine. What is fermentation? What is fining and filtration? What's this oak thing all about? See the decisions made as winemakers craft our favorite beverage.

### Barrel Exhibit

What is this oak thing all about? American Oak, French Oak, What's the difference? Go inside a wine barrel and learn that they are a lot more than just barrel. From oak



### Sound off

Asked at Woodlake Plaza in Lodi.

### Question: Do you think the new Lodi Wine & Visitors Center will become a tourist attraction?



"Yes, I think it will. It's a great place, and they have good lood, too."

Pat Novinger, 41, utility district operator, Lodi



"It will take time to get to that point. They have already established a pretty good presence; it will certainly give them more to offer the community."

Greg Smith, 49, consultant, Lodi



"I think so, It has a lot of potential. It's supposed to be fabulous."

Bonnie Gillis, 59, grocery checker, Lodi



"Yes, I think it will. Wine & Roses is a nice place, and I think it will attract more people."

Evelyn Woods, 45, grocery checker, Lodi



"Yeah, I think it's a great idea. A lot of people will come by and check out Lodi."

Mark Beeman, 19, meat clerk, Lodi



"In time it will; not right off the bat. But it will grow over time."

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Wes Lee, 48, general contractor, Morada

### Visitor center to promote Lodi wine industry

By Liz Benston
Record Staff Writer

LODI — There's more to winemaking than can be put into a bottle.

For the Lodi Woodbridge Winegrape Commission, that means packaging a mix of Lodi history and viticulture into a new visitor center it hopes will draw more tourists to the area and put Lodi on a par with more popular wine-tasting destinations such as Napa and Sonoma.

"Many people have been to Napa. ... We're offering an alternative. Lodi has its own charm and character," said Mark Chandler, executive director of the commission.

That character will come in the form of a 7,500-square-foot, old world-style facility with a three-story stone tower, 5-inch-thick wooden doors and a vine-covered trellis.

Visitors will be able to sample and purchase area wines at a wine-tasting facility, buy flower arrangements and other souvenirs and eat breakfast and lunch in a cafe adjacent to the visitor center.

The Discover Lodi! Wine & Visitor Center and nearby shops will be located on the property of Wine and Roses Country Inn on West Turner Road in Lodi.

Construction will begin this month with an opening date early next year. The \$1 million visitor center will feature:

■ Educational displays about how

wine is made.

■ A conference room and entertainment facility.

Offices for the winegrape commission and Lodi Conference and Visitor Bureau.

■ Wine-related books, apparel and other merchandise for sale.

 Lodi maps and brochures on area attractions, such as Lodi Lake and Micke Grove Park.

Increasing competition in the wine industry also is prompting development of the center.

Chandler said.

"It's extremely important for Lodi to create a name in the wine industry."

The winegrape commission, which had discussed a center for three years, decided to go ahead with the project this year because of the launch of several newer wineries and the growth more recently of established wineries, he said.

"The trend is more toward

Please see WINE, F3

### **WINE**

Continued from F1

small wineries with tasting rooms. We'd like to help create traffic for those wineries," he said.

The commission office is the only information hub serving the area's wineries, he said.

"People see miles and miles of vineyards here but few places to stop and find out about our local wine industry," he added.

Jeri Hansen, executive director of the Lodi Conference and Visitor Burcau, said the center will also serve to promote nonwine-related activities.

"People will come over and see that and end up staying for a while. (Wine) isn't all we have," she said.

The center will be located along a scenic drive of wineries and other attractions that will be marked by signs this fall.

The commission will be leasing space for the visitor center from Wine and Roses owners Del and Sherri Smith.

In conjunction with the visitor center, Wine and Roses Country Inn will be investing roughly \$5 million into an expansion that includes adding 40 more rooms, banquet and meeting facilities and a spa center.

The upgrade is intended to remake the small country inn as a central destination point for area tourists, Del Smith said.

"Lodi has some of the best wines in California. To properly expose them, you need a facility that promotes that level of quality.",

The Inn has long promoted local wines in its restaurant arby arranging tours of individual wineries for customers, Smith's

But business was hindered lack of rooms and event space added.

Separately, the Lodi Woodbr Winegrape Commission rece elected a new board of direct Joe Cotta, president of Joe A. C Vineyards, succeeds Rod Schatz as chairman. Cotta, a native, has served as a corr sioner for the past six years.

Mark Shimozaki, Tony Fust Bruce Fry were elected consioners serving two-year to Steve Quashnick, Tom Hofima Keith Watts were appointed chairman, secretary and trearespectively, for the upcoming Wine and Roses partner Del Smith points Tuesday to an area where the bed and breakfast will expand.

### Wine and Roses unveils plan for major expansior

Ty Brian Ross

:ws-Sentinel staff writer

Wine and Roses Country Inn has been sold out every night for the past three years, says co-owner Del Smith.

Now relief is in sight for those who have been unable to book a reservation at the rustic Lodi bed-and-breakfast.

Wine and Roses partners Smith and Russ Munson announced Tuesday a major expansion of the inn which will increase the number of guest rooms from 10 to 50.

The project is expected to be finished by July, 2000, he said.

The total cost of the expansion will run around \$5 million.

As a result, Wine and Roses will double its current staff of 60.

Included in the expansion will be a new, 7,000-square-foot home for the Lodi-Wood-

bridge Winegrape Commission and Lodi Conference and Visitors Bureau, which have outgrown their current headquarters off Mills Avenue, according to Mark Chandler, the commission's executive director.

The new location will be known as the Lodi Wine and Visitors Center.

Although the expansion will mean some big changes for the inn, Smith and Munson say the tranquil atmosphere upon which Wine and Roses founded its success will remain unchanged.

"We will remain faithful to the ambiance we've created here over the past 15 years," said Smith, who said that he and Munson see the expansion as an inevitable step to the inn's coming of age.

The new design theme at the inn will call to mind a winery, complete with barrels, trellises and other icons of wine culture, he "The new design will reflect the character of the area," said Smith.

The project is being designed by Stock ton architect Mike Donaldson.

Also in the works are significant increas es in banquet and meeting space, with the addition of two new rooms, capable of seating some 360 additional guests.

According to Munson, this will enable Wine and Roses to handle more large group tours

It will be a major step forward for Wine and Roses, which is currently forced to limit its dining room's hours of operation during peak months to accommodate various local social events, Munson said.

The addition of 150 new parking spaces on some of the inn's currently undeveloped grounds will eliminate congestion during large functions, he added.

Please see Wine and Roses, Page 10

### Wine and Roses

Continued from Page 1

A swimming pool, creatively improvised from the basement of an 1880s mansion which burned to the ground in 1912, will be refurbished to help guests fend off the Valley's notoriously hot summers.

The Wine and Visitors Center, which will cost around \$1 million to build, will be instrumental in attracting a nationwide mix of visitors to the area; according to Jeri Hansen, of the Lodi Conference and Visitors Bureau.

"With easy access from both

Highway 99 and I-5, the center should be able to attract a variety of visitors," she said.

Chandler is also optimistic about the potential of the new center

"We will be in some very good company," Chandler said, in reference to the fact that only a handful of winemaking regions boast their own visitors center — most of them in California's most prestigious wine regions, or in European countries, Chandler said.

"This should help to elevate the

Lodi district in prestige."

According to Chandler, the timing of the new center couldn't be better, as Lodi enters an era of higher wine awareness — and greater competition for a share of the expanding worldwide wine market.

Munson and Smith, who had been negotiating with Chandler for approximately four years prior to reaching their agreement, couldn't agree more.

The pair say they have negotiated long and hard to make the expansion a reality.

Finally, they say, the time is ripe to make the move.

"If the time is not now, it's never," Munson said.

### tourism iong position on Logi Lancs

he San Francisco hotel industry isn't threatened nor are reservations at Disneyland slowing noticeably. but several signs point to a surprising new growth industry in Lodi - travel.

Wine tasting, once a dwindling possibility, is making a big comeback. The Pro Style Sports Complex would do a lot more than just slow down passing truckers on I-5. The reborn Conference and Visitors Bureau is having some luck getting the message out.

And Lodi's finest hostelry - the Wine and Roses Country Inn - is about to place a big bet that the visitor's trade will grow. In fact, say owners Del and Sherri Smith. the business is already here if they just had the facility to capture it.

They've got a handshake understanding with Stockton architect. Mike Donaldson, a positive feel from a local bank, a savvy partner waiting in the wings and a plan by Del and local designer Judy Schultz to expand the 10-room bed

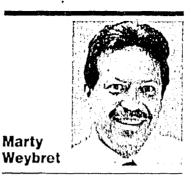
and breakfast into a 50-room hotel with a year-round banquet facility seating 200.

In stock market parlance, the Smith will soon take a \$4 million long position on tourism in Lodi. And if you look at what else is driving this market, it may prove to be a very well-timed buy.

An analyst would have to be impressed by the Pro Style Sports plan at Flag City. It's more than a huge youth soccer complex now. There's a hotel, cinema and a host of other businesses planned as well as a professional sports training facility.

The travel market here is also being lifted by Peirano's new tasting facility and the notoriety gained by Phillips Farm's recent gold medal. Add to that plans by Mondavi to open a tasting facility at its Woodbridge Winery and Lucas Vineyard's plans to remodel its tasting room.

And then there's the broad appeal of the events envisioned at Hutchins Street Square - the Dra-



ma Fest, the new Labor Day music festival and others. Conference and Visitors Bureau exec Jeri Hansen said it's becoming easier and easier to sell Lodi as a destination. She's just back from the California Travel Market trade show where "everyone was very surprised pleasantly" by what's available here.

Marty

She said she enjoyed travel agents' and tour operators' first reactions: "The look in their eyes is, 'Ah hah. I had no idea that . . .' you fill in the blank — wine, the Delta. the arts at Hutchins Street Square.

It's fun."

For lunch at the show one day, she uncorked 15 cases of local vintage. Woodbridge zin. Phillips Farms symphony, Peirano Estate shiraz, Clements Vineyards chardonnay and Lucas "zin blossoms" were great hits. Napa vintners like Ravenswood and Bella Vigna, who put Lodi on their labels. are adding to local credibility.

The symbiosis of having the visitors bureau run by the Lodi-Winegrape Commission seems clear. Look for the commission's national magazine ad titled Discover the Zins of Lodi; it's great.

So with all that as encouragement, the Smiths are going to expand their quaint bed and breakfast with its fair-weather wedding facility into a 6.5-acre showcase. They've given architect Mike Donaldson a tall order: "The day we finish, we want it to look like it's been here a hundred years."

The 40 new rooms will be on the west side of the expanded property - two-thirds of the rooms upstairs.

one-third downstairs. There will b lots of bench seats and balconie: and the pool, built in 1912, will be come a "fairly elaborate" oasis from Lodi's summer heat.

They plan a shop selling flower and Lodi "things" - Del couldn' quite bring himself to say sou venirs.

Much of the market they need to make the investment fly is here now. Fifty percent of their booking: are business travelers and guest: of local corporations like Genera Mills and Mondavi's Woodbridge Winery. When they have enough room for large parties, they expect these companies will stop sending them to the big chain hotel in Stockton. The Smiths hope guest: will prefer to enjoy the "valley" at mosphere of the old Towne family home.

"If you've just flown in from the Marriott's in Dallas, this will be a terrific surprise," said Del.

Marty Weybret is the editor and publisher of the Lodi News-Sen-

### Lodi-Woodbridge Winegrape Commission



Crush District #11, Local Commission

August 1999

Volume 9 Number 1

### DISCOVER LODI!

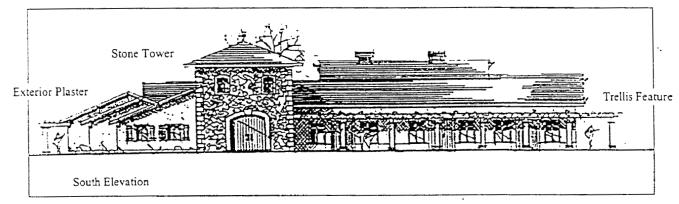
### New Lodi Wine Visitor Center to Highlight Wine and Tourism

Capping off nearly a decade of ambitious promotional efforts, Lodi winegrape growers are generating still more excitement by creating a world-class visitor center to attract tourists to the Lodi region. The 4000 square foot facility will be located on property owned by Wine and Roses Country Inn at the northwest corner of Turner and Lower Sacramento roads in Lodi.

We are taking our promotional campaign to the next level" according to Joe Cotta, Chair of the Conference and Visitor Bureau will be on site.

look of an old winery and feature an impressive three-story stone tower visible from all approaches to the property. It will contain state of the art-wine and viticulture educational displays, a conference room, and a "cellar room" for entertaining and special events, such as wine dinners. Wine related memorabilia, books and apparel will be available for sale.

Offices for the winegrape commission and the Lodi



Lodi-Woodbridge Winegrape Commission, who will be leasing the newly constructed facility. "Lodi growers will greet the millennium with a real showplace to highlight our region and the wonderful wines we're producing. The world of wine will stand up and take notice of this outstanding facility, and Lodi's reputation for quality wines will continue to grow." Cotta says the many emerging boutique wineries in the region will be served well by the growers' efforts.

The eye-catching building, designed by Lesovsky-Donaldson Architects of Stockton, will have the

The commission intends to launch a series of consumer and grower wine education classes to be conducted at the center. "It will be exciting to add this center to the many high quality tourist oriented sites developing in the Lodi area," says Jeri Hansen, Executive Director of the LCVB.

The winegrape commission has committed to a five-year lease of the premises with an option to renew for an additional five years. Construction is to begin immediately with January 2000 the target date for opening.

# Partnership Program

- Build network of community support
- Offer Partner benefits
- Connect partners to partners
   Build awareness of Lodi CVB
- Gain new perspectives and ideas
  - To date: \$4550 in Partnerships

LCVB Partner Program - as of April 13	Partnership Category
A&W Root Beer of Lodi	
	Marketing
Bank of Lodi	Marketing
Bank of Stockton	Marketing
Bella Vigna Vineyards	Civic
Best Western Royal Host Inn	Marketing
City of Lodi	Marketing
City of Lodi Economic Development Dept.	Marketing
Friends of Lodi Lake	Community
Guild Cleaners	Civic
Gwin Paden	Civic
Hoffman Vineyards	Community
Hutchins Street Square	Marketing
Ironstone Vineyards	Marketing
Lakewood Drugs - Lakewood Gifts	Community
Lodi Comfort Inn	Marketing
Lodi District Chamber of Commerce	Community
Lodi Historical Society	Community
Lodi Irrigation	Marketing
Lodi Memorial Hospital	Marketing
Lodi News Sentinel	Marketing
Lodi Woodbridge Winegrape Commission	Marketing
Mazatlan Café	Civic
Naomi McCallum Carey	Civic
Peirano Estate Vineyards	Marketing
Phillips Vineyards	Marketing
SJ County Historial Museum	Community
Susan Hitchcock	Community
The Lucas Winery	Marketing
The Music Box	Civic
Vines to Wines	Community
Wine & Roses Country Inn	Marketing
Woodbridge Winery	Marketing

### Partnership Program

The Lodi Conference & Visitors Bureau Partnership Program is available for companies, organizations and individuals who possess foresight and leadership, who support a dynamic and cohesive community, and who want to invest in our community's future through the cooperative promotion of our area as a desirable place to visit, conduct business and live.

### **CIVIC PARTNER**

Annual Partnership - \$50

The Civic Partner is the individual community member who supports the Lodi Conference & Visitors Bureau's efforts and programs, and who understands the positive impacts of tourism through the community. The Civic Partner may be seen as an ambassador for the LCVB, the community and the local tourism industry. Benefits of Civic Partnership include:

- Opportunity to participate in LCVB Partnership programs, activities and events.
- Current Partnership roster upon request.
- · Connection and networking with other community members, organizations and businesses.
- Representation of the community by the LCVB at national, state, regional and local travel and tourism industry trade shows and events.
- Recognition piece identifying you as a Lodi Conference & Visitors Bureau Partner.

### **COMMUNITY PARTNER**

Annual Partnership - \$100

The Community Partner is the non-profit organization, community group, service club or event that wishes to gain visibility through the programs and promotions managed through the Lodi Conference & Visitors Bureau, and that supports the efforts and programs of the LCVB. Community Partner benefits include:

- Opportunity to participate in LCVB Partnership programs, activities and events.
- Current Partnership roster upon request.
- Connection and networking with other community members, organizations and businesses.
- Representation of the community by the LCVB at national, state, regional and local travel and tourism industry trade shows and events.
- Recognition piece identifying you as a Lodi Conference & Visitors Bureau Partner.
- Free expanded listing on the Lodi Conference & Visitors Bureau Website www.visitlodi.com
- Dissemination of marketing and promotional information or materials through the LCVB and the Discover Lodi! Visitor Center (coming Summer 2000).
- Media relations and event promotion assistance: statewide, regional and local media lists, LCVB Calendar of Events listings, assistance with public relations and press releases.
- Access to Lodi Conference & Visitors Bureau photo file fortuse in presentations or community promotions.

### Lodi Conference & Visitors Bureau Partnership Program

### MARKETING PARTNER

Annual Partnership - \$200 and above

The Marketing Partner is the business or facility that wishes to gain visibility through the programs and promotions of the Lodi Conference & Visitors Bureau and, that wants to offer its products or services through the efforts of the Lodi Conference & Visitors Bureau. A Marketing Partnership is for all types fo business, as tourism impacts the community at many levels. The benefits of a Marketing Partnership include:

- Opportunity to participate in LCVB Partnership programs, activities and events.
- Current Partnership roster upon request.
- · Connection and networking with other community members, organizations and businesses.
- Representation of the community by the LCVB at national, state, regional and local travel and tourism industry trade shows and events.
- Recognition piece identifyting you as a Lodi Conference & Visitors Bureau Partner.
- Free expanded Directory listing on the Lodi Conference & Visitors Bureau Website www.visitlodi.com with a link to present Website or custom LCVB Web pages.
- A unique and specially designed two-page website for your company or business on the LCVB website with your own sub-domain name and link (e.g. www.visitlodi.com/your name). Photos and custom design included. Free monthly updates. Those with existing websites can use Partner benefit pages as easily updated additions, to promote special sales, events, etc.
- Monthly re-registration of Website with major search engines and 300+ minor search engines/directories for any present website. Plus, LCVB Partners receive a benefit from the traffic and search engine positioning of the LCVB Website.
- Lodi Conference & Visitors Bureau Partners receive discount rates on full Website design and hosting through the LCVB Website designer.
- Media relations and event promotion assistance: statewide, regional and local media lists, LCVB
  Calendar of Events listings, assistance with public relations and press releases.
- Access to Lodi Conference & Visitors Bureau photo file for use in presentations or community promotions.
- Distribution of brochures or marketing materials to fulfill requests and visitor inquiries through phone calls, mail and Website; and at travel industry and trade shows attended by the Lodi Conference & Visitors Bureau.
- Priority listing in community and destination marketing materials to conference and event planners, and tour operators.
- Preferred referrals to conference and event planners, tour operators and interested visitors.
- Dissemination of marketing and promotional information or materials through the LCVB and the Discover Lodi! Visitor Center (coming Summer 2000).
- Confidential Conference Calendar listing upcoming events and meetings in the area that are potential users of products or services.



### Partnership Program Application

Principle Contact:	Titl	e:
Mailing Address:		
Physical Address:		
City:	State:	Zip:
Phone:	Fax:	#800
E-mail Address:	Website:	***
Description of Organization	on/Business:	
What do you expect to ga	in from a Partnership with	terials with your application. the Lodi Conference & Visito
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What do you expect to ga Bureau?  Thank you for your supp  Annual Partnership Investment S One time processing fee S 15. Total Investment S S gnature:	for your investment in the ort of the Lodi Conference t  Date Jo  Recom	e community and, e & Visitors Bureau.  LCVB OFFICE USE ONLY  sined:  mended by:
What do you expect to ga Bureau?  Thank you for your supp  Annual Partnership Investment S One time processing fee S 13. Total Investment S	for your investment in the ort of the Lodi Conference t Date lo	e community and, e & Visitors Bureau.  LCVB OFFICE USE ONLY

### Lodi Wine Trail

- Image enhancement tool
- Directional/Informational signage
- Connects local tasting rooms
- Notes local points of interest
- Honors "The road less traveled"
- Features scenic beauty of Lodi area
- Local support and in-kind donations



### MEDIA ADVISORY

For Immediate Release

Contacts: Jeri Hansen, Executive Director

Lodi Conference & Visitors Bureau: 800-798-1810

### Lodi Wine Trail lauds the road less traveled

Lodi, CA – The new Lodi Wine Trail program is in the final development stages and will be completed by May 2000. The trail will wind through the scenic countryside of the Lodi region and encourages a journey of "the road less traveled."

All but hidden by expansive stretches of vineyards and miles of lush orchards, the area beckons travelers to discover Lodi. Nestled between the Delta and the foothills of the Sierra Nevada, Lodi enjoys a Mediterranean climate with warm days, cool nights and a soft bay Delta breeze. The unique combination of water, soil and climate makes Lodi one of the most fertile and productive agricultural regions in the nation. The area is home to walnut, cherry and almond orchards as well as over 70,000 acres of vineyards. The Lodi region produces more premium Zinfandel, Cabernet Sauvignon, Merlot, Chardonnay, and Sauvignon Blanc winegrapes than anywhere in the United States. Lodi also boasts nearly a dozen wineries and tasting rooms – from the most familiar names in the industry to smaller, more intimate boutique wineries.

"The Lodi Wine Trail serves several important purposes," says Jeri Hansen, Executive Director of the Lodi Conference & Visitors Bureau. "Either by simply following the signs or by using the Lodi Wine Trail map, the trail will link the wineries and tasting rooms of the area and illustrate where these sites are in relation to one another. And, even if wine tasting is not on the itinerary, it will allow visitors to explore the charming and picturesque countryside of the Lodi area." The trail will continue to be expanded as more wine tasting rooms open in the area and additional scenic routes are identified.

The first phase of Lodi Wine Trail signs will be installed this spring, just as bud break begins in Lodi vineyards, with the a final phase installation date set for May 2000.

###

For a preview tour of the Loci Wine Trail or for interviews – please contact Jeri Hansen at the Loci Conference & Visitors Bureau at 800-798-1510, or via e-mail to jeri@lodiwine.com

## The Record

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Becord Staff Writer By BIII Cook

The new Lodi Conference and Visitors Bureau is working with Department of Transportation, the make it easier for both residents 10DI - Lodi feaders hope to and visitors to sample the city's fastest-growing attraction - wine. officials from the California

city and the county to set up:

\*\*Estate highway signs alerting motorists that there are clusters of wineries in the Lodi area.

The main purpose is to "draw motorists off the braten track and into the countryside so they can see our vineyards, orchards and wineries." Hansen continued, "We

pleted by this fall," she said.

take motorists past at least seven wineries and a planned winery center at the Wine and Roses bed H A scenic drive route that would

have a beautiful area with won

and-breakfast complex, at Lower Other highlights, such as Micke Grove Park, Lodi Take and down-Sacramento and Turner roads.

mittee that has been working on heads the Visitors Bureau com-

scenic drive, said Jeri Hansen, executive director of the Con-

"We're well into the planning stage on these projects, and we'd like to have both of them com-

ference and Visitor's Bureau.

directs the Tourist-Oriented Directional Signs program for Caltrans District 10, has tentalive-Hansen said Jerry Sands, who by agreed to six signs. the projects.

These would be installed in pairs (for traffic from both directions on Highway 12 west of Lodi. Highway 12 in the Victor area cast of Leeft, and near the junction of

dertal things to successions. The bine tone orgens in times our own community residents don't know about all these clusters of gaptes as symbols that denis don't know about all these wineries are nearby, she said. The things." derful things to showcase. Some- Highways 12 and 80, Hansen said-

Business supporters will have to pay Caltrans \$400 to install each there is a chance they could be in sign, Hansen reported, She said the ground within two months. the distance in miles.

er segments that could be driven independently, Hansen said. As ing perhaps \$150 to \$200, would be The related scenic route, still twing refined, could be as long as 20 to 30 miles but may have smallmany as 30 to 40 local signs, cost

### meralled along the route, and special

maps would be printed, she sad. As planned, the mute would Farms, Turas, Woodbridge-Mondavi, Spenker, Peirano I states, offer wine tasting on a regular swing by these wineries, Phillips St. Amane and Oak Ridge, Most

the list of wineries could be expanded in the future, Hausen hasis or by appointment.

permit penerss, and we could "Several growers have some winglies in the works? she said. "Hire or four are starting the have some more in the next cmb-ple of years? Ē

### Scenic drives may direct

By Jennifer K. Morita Record Staff Writer

Local grape grower and wine maker David Lucas calls Lodi the "jewel of the Central Valley" and wants to preserve it. So he and other members of the Lodi Conference and Visitors Bureau have a

plan to develop scenic drives throughout the Lodi area.

Organizers are just beginning to talk Organizers are just beginning to talk with officials from San Joaquin County and the California Department of Transportation about posting signs along Interstate 5 and Highway 99 that will draw motorists into Lodi, visitors bureau Executive Director Jeri Hansen explained.

As people get closer to the city, other signs will direct them to downtown, Lodi Late Micke Grove Park or nearly unions.

Lake, Micke Grove Park or nearby winer-

"We want to make sure when people do drive around to places in Lodi, they go a way that is educational, aesthetic and entertaining," Hansen said.

Number of the bureau are also talking

Members of the bureau are also talking with some grape growers and farmers about putting signs in the vineyards and fields so visitors know what they're look-

ing at "The agricultural base we have in this "The agricultural base we have in this area is something we all take for granted," Hansen said. "We see it so much we for-get that people who live in the middle of

a city don't often get to see it."

Mike Phillips of Phillips Farms in Lodi said he's already started to put up signs in his vineyards.

"We've gotten a lot of positive comments where gotten a lot of positive comments from people driving around in the area," Phillips said. "The signs tell them what kinds of grapes they're looking at, because we get those questions all the time."

But Lucas added that the signs will also help locals appreciate what Lodi has to

"People will be coming to this area and saying how beautiful it is," Lucas said. "And soon people in Lodi will start to appreciate what we have here, and they'll want to protect and preserve that."

Another idea is to map out a scenic mute that connects several wineries, said Del Smith, a member of the visitors bureau advisory board. "We want to build a notoriety for our

wine region and the quality of wines we have here." Smith said. The signs may cost between \$300 and \$400 each, and Hansen hopes to have all of them up by next

So (ar. Hansen said, she has looked into

Similar stenie routes in places such as some County and in Washington.

Transiers haven't platted Lodi routes the newton and Hansen said that won't be cone without input from the public

and nearby residents.
We dish want to send people driving 33 must per hour divin a country road. Hursen said. "We really want this to be visitor-friendly, but we also want to be sensitue to raidents of the area."

For more intermation, ball the Lock Con-renance and visitors Bureau at 365-1195.

### Growing Season

Have you ever wondered as you're driving past a field of blossoming trees what they were? Here are some ways to identify the different blossoms you'll see around Fresno, as well as a chart that tells when the crops are harvested.

Almond blossoms have small, delicate pink or white petals. Two or more varieties might be planted in the same orchard for cross pollination by bees. Ten varieties account for more than 90 percent of the acreage.

Plum blossoms are white with a touch of pink. At least two varieties will be planted in an orchard for cross pollination. More than 200 plum varieties are grown com-

Apple blossoms have white petals. Up to six varieties are grown commercially in Fresho County, including the popular Granny Smith and Fuji apples.

Citrus blossoms are white and have a very aromatic fragrance. Navel and Valencia oranges and lemons are the most Common citrus grown in Fresno County While most citrus does not require cross pollination, bees are placed in the groves for honey production.

Apricot biossoms have pink petals. Fewer than 12 varieties are grown commercially

Peach and nectarine blossoms have pink to red petals and bloom at the same time. Cross pollination is not required, so a single variety can be planted in an orchard. Morethan 100 varieties are grown commercially.



Haraest morkers pick products continually, which nicans that the Freshy area is blessed with fresh produce to faces on the angle out the year.

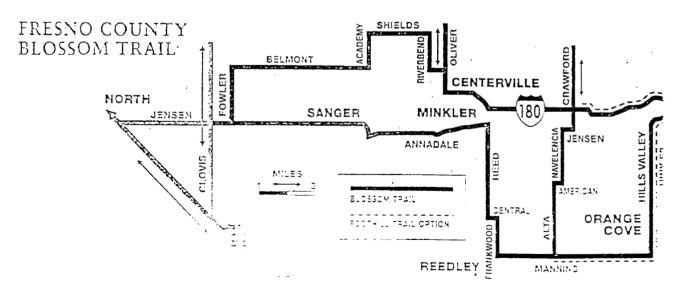
### HARVEST CALENDAR

Fruits & Nuts	
Almonds	Sept. – mid-O.
Apples	.mid-Aug O
Apricots	.mid-June - Ju
Cherries	
Figs	June – Oc
Grapes	mid July – Oc
KIWI	
Oranges Navel	.Nov mid-M
Oranges, Valencia	April - J:
Nectarines	May - Ser
Peachesmid-	May - mid-Ser
Pears	Aug mid-Ser
Pistachios	Sept No
Plums & Prunes	June – mid-Au
Walnutsn:id-9	Sept mid-No

### Vegetables, Berries and Melons

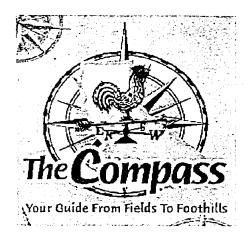
Asparagus ......mid-April – mid-Jur Cabbage, Broccoli, Caulidower April - June & mid-Sept. - De مانيات Carrots ....March - June & Aug. - De Celery ....mid-July - mid-De Sweet Corn .......mid-May – mid-De Melons ......June - mid-O. Onions ......Aug. - Oc Peas, Lima and Snap Beans .....Feb. - April & Aug. - mid-Oc Strawberries ...... May - Ser

Tomatoes, fresh .... June & mid-Aug & Sept. - mid-No



### The Compass

- Cooperative regional marketing program
- Encourage visitation to lesser known regional destinations & attractions
- Visitors extend stays in communities
- Local Sponsor Bank of Lodi
- Agricultural/Rural/Historical Tourism
- Increases appreciation of such sites



For further program information:

Calaveras Visitors Bureau at 1-800-225-3764

Lodi Conference & Visitors Bureau at 1-800-798-1810

Modesto Convention & Visitors Bureau at 1-800-266-4282

Turlock Chamber of Commerce at 209-632-2221

### **MEDIA ADVISORY**

For Immediate Release

### EXCITING REGIONAL TOURISM PROGRAM MAKES ITS DEBUT

An exciting new regional tourism program - The Compass...Your Guide from Fields to Foothills - will be launched this spring.

The program, partially sponsored by Bank of Lodi and developed as a cooperative venture of the Calaveras Visitors Bureau, Lodi Conference & Visitors Bureau, Modesto Convention and Visitors Bureau and the Turlock Chamber of Commerce is an educational, interactive and entertaining tourism program for families, individual travelers, and tour groups.

The program highlights a variety of agricultural, rural and historical locations throughout the interesting and picturesque Central Valley and Foothill regions of California. The guide itself is styled after a simple passport, complete with descriptions for each site.

The Compass will acquaint travelers and visitors with the unique natural, historical and agricultural sites of the featured regions. Most sites included in The Compass program are either not the typical tourist attraction or are "off of the beaten path" in some respect – figuratively or geographically! Through The Compass program, participants will have the opportunity to discover these unique sites and to learn about the regions' diversity, abundant agriculture, natural resources and fascinating history.

For most - travel has become much more than a leisurely weekend getaway. With demands on time from careers, community activities and other commitments, as well as an increase in the number of dual income families, travel and vacations need to be more fulfilling and stimulating than ever. Travelers want to be engaged, entertained, and educated during their travels. In addition, as our society continues to urbanize people feel a greater need to reconnect to the past. As a result, agriculture and naturalist activities are growing segments within the travel industry.

Individuals and groups may acquire Compass guides through the participating Visitors Bureaus. Compass participants may travel to each or all of the locations at any time. Color-coded maps with routing suggestions have been incorporated into The Compass so participants may easily discover the next site. The Compass weather vane logo will be prominently displayed at all sites and participating visitors' bureaus. Each location will have a Stamp Depot designated by the weather vane logo. The Compass guides will be validated at each location with a unique color-coded stamp. A plate to record the date of visit will be included for each location in The Compass, as well as a place to jot down "More Discoveries!" Compass validations are free of charge but participants must visit each location to have The Compass Guide stamped.



Map Key No.



### San Ioaquin County Historical Museum

Agriculture - San Joaquin County's newable gold is the focus of this ry friendly 15-acre museum. Local indian culture, early and delta agri-

culture, tractors and harvesters, transportation, hay and grain, grape and wine, tree crops, textiles, Children's Gallery, native plant gardens and the collections of Stockton's founder - Charles M. Weber and family.

Open Wednesday - Sunday, 1:00 p.m. - 4:45 p.m. Admission: \$2 Adults; \$1 Children and Seniors 11793 North Micke Grove Road, Lodi, CA 95240 209-331-2055 • www.sanjoaquinhistory.org



Map Key No



### Phillips Farms & Virieyards

A warm welcome awaits you at Phillips Farms and Vinevards, Family

owned and operated for over 40 years, we have a wide variety of offerings including: wine tasting of our award winning wines, farm fresh local produce, fine gourmet products and gift items, country style café and baker, lush and colorful gardens, a lovely picnic area and more!

Open daily 8:00 a.m. - 4:30 p.m. 4580 West Highway 12, Lodi, C4 95242 209-368-7384 • www.phillipsvineyards.com



Map Key No.



### The Nut Factory

The Nut Factory Retail Store rened in 1988. It specializes in gift ims, nut packs, bulk nuts, baskets. id corporate gifts using fruits, nus and candies. The Nut Factory offers

quality gifts and souvenirs for any occasion. Uniquely nestled between several production warehouses, the Nut Factory was once "the best kept search in Lode? Come see for yourself, the secret is out!

Open Monday - Friday, 10:00 a.m. - 4:30 p.m. October through December: Monday through Saturday. 2 30 a.m. + 5:00 p.m.

The Compass



Map Key No



### Discover Lodi! Wine & Visitors Center

Reminiscent of an old winery - the scover Lodi! Wine & Visitors inter features intriguing wine education exhibits, interactive displays,

up to the minute travel and visitor information. Wines of Lodi tasting room, and unique Lodi items, products and gifts. The center will also be home to wine education classes and special events throughout the year. Lodi - life the way it should be.

Grand Opening - Summer 2000! 2545 West Turner Road, Lodi CA 95242 800-798-1810 • www.visitlodi.com



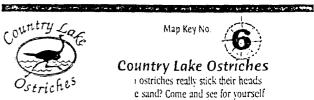
Map Key No.

### Lodi Lake Park

Lush and scenic, Lodi Lake is me to a wide variety of activities. Ik the Interpretive Nature Trail, soit the Discovery Center and learn

about the plant and animal inhabitants of the park. Take a boat tour along the beautiful Mokelumne River; picnic under a tree near the water; rent a canoe, take a swim; build a sandcastle; go fishing, or just relax.

Main Entrance is located on Turner Road in Lodi Lake open April through September; Park open year round Entry \$3; Boat Launch \$4. Entry fee daily, except Mondays. From March 31 through Memorial Day, entry fee Friday-Sunday only. Phone Lodi Parks & Recreation at 209-333-6742 or Lodi Lake at 209-333-6890.



Map Key No



### Country Lake Ostriches

) ostriches really stick their heads e sand? Come and see for yourself

at beautiful Country Lake Ostriches, the only working ostrich ranch in San-Joaquin Count. Located in the heart of Linden's lush therry and walnut orchards, we offer tours, classes, and farm stays. On-site attractions include an educational petting farm, wildlife area, gift shop and scenic picnic grounds. Adopt one of these regal and unique birds through the Adopt an Ostrich program. All gifts and purchases are tax deductible through our non-profit foundation serving disadvantaged vouth.

2009 N. Cox Road, Linden, Ct 95236 Please call for an appointment: 209-887-3070 E-mail: ostrichl@gotnet.net www.countrylakeostriches.com

The Compass



### The Compass... A Guide from Fields to Foothills

### → What is The Compass program?

The program was developed as a joint venture of the Calaveras Visitors Bureau, Lodi Conference & Visitors Bureau, Modesto Convention and Visitors Bureau and the Turlock Chamber of Commerce.

The Compass... A Guide from Fields to Foothills is an educational, interactive and entertaining program for families, individual travelers, and tour groups. The program highlights a variety of agricultural, rural and historical locations throughout the region. The guide itself is styled after a simple passport, complete with photos, descriptions and directions for each site. The Compass not only serves as a unique guide to these sites but also becomes a personal keepsake of the journey.

The Bank of Lodi has generously agreed to be a partial sponsor for the program.

### +Why is The Compass program important?

Tourism development and promotion is a viable economic development activity for communities, counties and regions because each one possesses sites and attractions of potential interest to visitors. The broad economic impact of tourism is often overlooked because it is made up of component parts such as dining and drinking establishments, ground transportation, retail sales, accommodations, recreation and more. Tourism helps stabilize and diversity rural economics - creating jobs and generating state and local tax revenues. Within the regional reach of *The Compass* (Calaveras, Merced, San Joaquin and Stanislaus counties) the tourism industry supports 175,400 jobs and travel expenditures add up to more than \$1.2 billion (figures from CA Division of Tourism - County Travel Impacts 1997). Dollars spent by visitors go right back into the local economy via the sales tax - which helps maintain the community's infrastructure and fund a wide variety of public services. Quite simply, travel and tourism is good for the economy and for local communities.

The Compass...A Guide from Fields to Foothills helps visitors to our region create a positive travel experience through the easy and ready made itinerary and offers an opportunity to discover the unique diversity of our area. The Central Valley region is poised to capture travelers and visitors who seek more from their leisure time and hard earned dollars.

The Compass program will attract visitors who will spend money in local communities and will help to further enhance agricultural and historical preservation efforts through awareness, education and appreciation.

### +What does The Compass do?

The Compass will acquaint travelers and visitors with the unique natural, historical and agricultural sites of California's Central Valley and Foothill regions. Most sites included in The Compass program are either not the typical tourist attraction or are "off of the beaten path" in some respect – figuratively or geographically! Through The Compass program, participants will have the opportunity to discover these unique sites and to learn about the regions' diversity, abundant agriculture, natural resources and fascinating history.

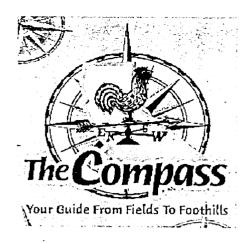
For most - travel has become much more than a leisurely weekend getaway. With demands on time from careers, community activities and other commitments, as well as an increase in the number of dual income families, travel and vacations need to be more fulfilling and stimulating than ever. People want to be engaged, entertained, and educated during their travels. In addition, as our society continues to urbanize people feel a greater need to reconnect to the past. As a result, agriculture and naturalist activities are growing segments within the travel industry.

### + How does The Compass work?

Individuals and groups may acquire Compass guides through the participating Visitors Bureaus. Compass participants may travel to each or all of the locations at any time. Color-coded maps with routing suggestions have been incorporated into The Compass so participants may easily discover the next site. The Compass weather vane logo will be prominently displayed at all sites and participating visitors' bureaus. Each location will have a Stamp Depot designated by the weather vane logo. The Compass guides will be validated at each location with a unique color-coded stamp. A place to record the date of visit will be included for each location in The Compass. Validations are free of charge but participants must visit each location to have The Compass stamped.

A pull out map section is featured in *The Compass* guide. This map will illustrate the geographic region of *The Compass*. Located around the border edges of the map is information about the various lodging establishments available in each area (Lodi, Calaveras, Stanislaus/Merced). This will encourage travelers to extend their stay in our region, which is an important component of tourism and visitation.

The Compass guides will be distributed only through those four tourism organizations that partnered to develop the program. As a result, a more consistent and accurate method of evaluation, tracking and follow up will be possible. The organizations will use The Compass to fulfill requests received via phone, mail, the Internet and Websites, and through the various travel and trade shows attended by representatives of each organization. The program development committee will continue to meet on a regular basis once the program is launched to share information, leads and participation, as well as to discuss the continued growth of the program.



### Listing of Compass Sites

### Lodi...Region 1

Discover Lodi! Wine & Visitors Center Lodi Nut Company/The Nut Factory Phillips Farms & Vineyards San Joaquin Historical Museum Lodi Lake Park Country Lake Ostrich Farm

### Calaveras/Foothills...Region 2

Calaveras Big Trees
California Caverns
Get Gold Adventures
Ironstone Vineyards and Heritage Museum
New Melones Reservoir Visitors Center
Sierra Heritage Logging Museum

### Merced/Modesto...Region 3

Beekman's Honey
Blooming Camps
Hershey's Chocolate Factory
Hilmar Cheese Company & Visitors Center
Sciabica Olive Oil Company

Jeff Hood, Lodi Bureau Chief

Phone: 367-7427 Fax: 367-7432

E-mail: lodi1@sonnet.com





JEFF Hood

### Tasty plan to tantalize tourists

ine, cheese and chocolate. Not a bad start for a picnic.

They also could be among the highlights of a tourism program being coordinated by officials in the northern Central Valley and Sierra foothills.

Representatives of the Lodi, Modesto, Turlock and Calaveras County visitors bureaus and others are exploring a "passport" plan that would promote tourism in the region by focusing on its strengths, namely agriculture and its significance in California history.

Tourists — and that can include us locals — would obtain passports with a couple of dozen sites highlighted, then have each establishment stamp the book. Once each area has been stamped, the tourism boards would give the holder a gift.

The tour could range as far south as Hilmar, the site of a massive cheese plant, and could include the Hershey factory in Oakdale, and wineries in the Lodi and feothill appellations, according to Jeri Hansen, head of the Lodi Conference & Visitors Bureau.

The plan could lead to signifirandy more Bermuda-shorted men and their wives in Lodi during the summer.

Tourism is big business in the Napa and Sonoma wine areas. Yountville has a \$2 million budget surplus because of visitors, according to Lodi winery owner David Lucas. Sure, it means more traffic, but Lucas points out it also has helped fund a new community center.

### March against car

By Jennifer K. Morita

Record Staff Writer

Peggy Schulz has had to watch her mother, grandmother, aunt and two nieces wither away and die from cancer.

She herself has had three breast biopsies, all of which were benign, and may soon have to go through another one.

"I'm a prime candidate for cancer," the 60-year-old Acampo grandmother said. "We have to cure this, you know."

So Schulz jumped at the

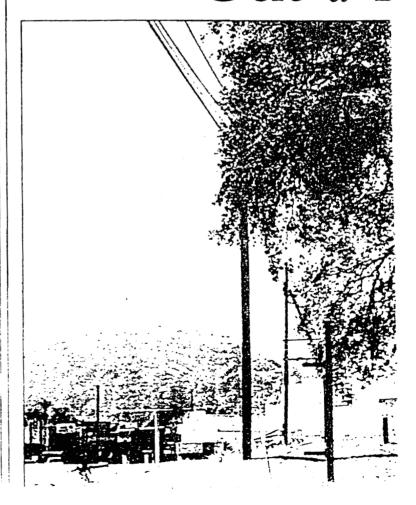
### You can help

For information about the Avon 3-Day Walk Against Breast Cancer, call (888) 332-9286.

chance to help when her friend Diane DeVault asked her to walk in a three-day, 60-mile trek from Santa Barbara to Malibu to raise money for early-detection breastcancer programs.

DeVault, a Lodi resident, partic-

### Going Out on I



### Lodi Facility Guide

- List of area meeting and conference
  - Facilities and locations
  - Amenities and features
  - parking
    - **Capacity**
    - = rental info
  - = contact info
  - : ≓other
- Reference for meeting, conference, and event planners

### Lodi Dining Card

- Convenient fold out business card size
- Handy listing of all local participating restaurants
- Distributed through Hutchins Street
   Square, Visitor Center, Chamber,
   restaurants, businesses, more.
- Good longevity of piece due as it's packed with info and easy to carry.

### Lodi Antiques Guide

- Complete listing of antique and collectible establishments in Lodi
- Local participation/support
- Map of the area
- Distributed through local
   businesses, Visitor Center,
   downtown, Chamber.
- Use in Visitor packets

## Lodi Ads and Impressions

See attached for a complete listing of publications in which the Lodi CVB has placed an ad or in which Lodi has received editorial or

informational space.

### Lodi Presence in Publications As of April 2000

### California Visitors Guide

Published annually by the CA Division of Tourism. Includes a hyperlink from the CA Division of Tourism Website. Distribution: 485,000 domestic and international visitors.

### Central Valley Visitors Guide

Published by the Central Valley Tourism Association. Distribution: 30,000

### Lodi Visitors Guide

Published by the Lodi News Sentinel. Distribution: 55,000

### Comstocks Magazine

Distribution: 100,000. Co-op ad with four local wineries/tasting rooms.

### California Visitor Review

Distribution: 1.6 million per year through 1075 distribution points from Oregon to

So.CA

### Sierra Escape

Distribution: 120,000 throughout the state via Triple A offices, hotels, advertisers, attractions, national forests and state parks.

### Modesto Holiday Inn

In-room visitors guide cooperative ad. Average 1300 guests per week which does not include special events and conferences.

### Table Talk

Placed on 100 tables in various area restaurants reaching 40,000 customers per month.

### Delta Chambers Visitors Guide

Distribution: 50,000

### Lodi District Chamber of Commerce Map

### Wagons Ho! Promotional Tabloid

42,000 total distribution pre-event and day of event

### Rainbow Yellow Pages Phone Book

Distribution: 40,000 in SJ/Sacramento area cities. Banner ad's below area maps

### American Trade Show Directory

Free listing

### Convene Magazine/Western Association of CVB's

2000 Meeting Planners Guide - free listing.

### Pacific Bell Phone Book

Free Community Event Listing and Resource number

### **Discover Sacramento**

Visitors Guide 2000. Distributed via insert in Sacramento Bee (138,000 readers) as well as distributed at Sacramento International Airport, Chamber of Commerce, CVB, real estate firms and major area outlets. Includes sacbee.com hyperlink.

### 2000 Sacramento Jazz Jubileee Program

### Stockton/San Joaquin Visitors Guide

### Sacramento Magazine

"The Other Wine Country" editorial feature

### Wine X magazine

Distribution: 30,000 targeted 25-36 age wine drinkers.

"Discover the Zins of Lodi" campaign has appeared in the following wine consumer and trade magazines:

Wine Enthusiast

Wine Business Monthly

Appellation Magazine

Wine & Spirits

### Lodi Website

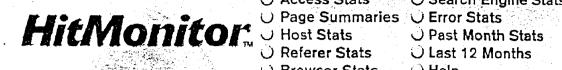
- Launched March 1999 with 2,975 hits
- One year later: March 2000 = 23,511 hits
- Complete community information
- Local links
- Will be re-designed with exciting features and visual appeal to better serve and reflect the community

		( ) Access Stats	Search Engine Stat
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~. ~ <del>~</del>		O Referer Stats	O Last 12 Months
		O Browser Stats	O Help
***			

### Website Statistics for visitlodi.com

Last Updated: 4/1/2000

	Statistics for March 2000
23,511	Total Hits
22,984	Total Successful Hits
. 8,435	Total HTML File Hits
1,771	Total Cached Hits
199,316	Total KB Transferred
21,213	Response Code 200 (Successful)
0	Response Code 302 (Redirected)
1,771	Response Code 304 (Not Modified)
0	Response Code 401 (Unauthorized)
0	Response Code 403 (Forbidden)
397	Response Code 404 (File Not Found)
130	Response Code 500 (Server Error)
1,340 hits on 3/30/2000	Most Popular Day



() Browser Stats

**O** Help

### Website Statistics for visitlodi.com

Last Updated: 4/1/1999

Statistics for March 1999	
Total Hits	2,975
Total Successful Hits	2,917
Total HTML File Hits	877
Total Cached Hits	403
Total KB Transferred	14,659
Response Code 200 (Successful)	2,507
Response Code 302 (Redirected)	7
Response Code 304 (Not Modified)	403
Response Code 401 (Unauthorized)	6
Response Code 403 (Forbidden)	0
Response Code 404 (File Not Found)	25
Response Code 500 (Server Error)	27
Most Popular Day	514 hits on 3/25/1999

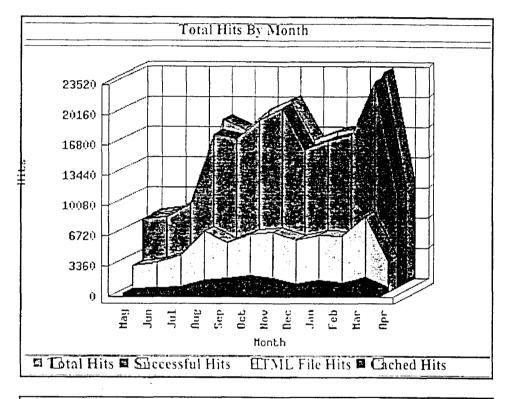
### HitMonitor U Host Stats U Past Month Stats U Referer Stats U Last 12 Months

- Page Summaries Error Stats ○

- Browser Stats

### Last 12 Month Summary for visitlodi.com

April 2000



Month	Hits	Successful	HTML Files	Cached Hits	KB Transferred
14.2000	10.685	10,452	3.532	716	80,107
· 20 (20 (10)	23,511	22.984	\$,435	1,771	199,316
ruary 2000	17,241	16,910	6,290	1,082	129,893
uary 2000	16,859	16.375	5.388	1,418	142,536
ember 1999	15,929	15.385	5.777	1,040	119,995
venifier 1999	20,392	20,745	~ 62ir	1.654	158.877
5	14.223	8.923	133	1.965	151.956
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3 199	8 8		1 1 2 1	3647	58.990
· (0.00)	7,742	, .;		1	59,865

## 1999 California State Fair County Exhibit

- display wines for exhibit content • Gathered Lodi information and
- Exhibit received GOLD award
- Viewed by over 1 million people

### SAN JOAQUIN FARM BUREAU FEDERATION

MEETING TODAY'S PROBLEMS / PLANNING FOR TOMORROW

October 1, 1999

Jeri Hansen Lodi Conference and Visitors Bureau 1420 S. Mills Avenue, Suite K Lodi, CA 95242

Dear Jeri,

On behalf of the San Joaquin Farm Bureau Federation, I would like to thank you for your assistance in obtaining educational information, wine, and winegrapes for the 1999 State Fair exhibit. Your assistance and effort helped tremendously in making the official San Joaquin County exhibit so successful. Over one million people viewed it during the 1999 California State Fair.

In appreciation of your hard work, I have enclosed a photo of our booth that was awarded a first place award. Our exhibit was one of eight out of 53 counties in the state to win such an award.

Thank you again for your help in making our exhibit equally as beautiful as the county it represents.

Sincerely,

Russ Matthews Executive Director



## Basic Event Strategies Seminar

- One day seminar for event planners, non-profits, community volunteers
  - Event marketing & Sponsorship
  - Box office & ticketing
  - Event operations & logistics
  - Media relations & publicity
  - **Event Graphics**
- Over 50 in attendance co-hosted by Lodi CVB & Stockton CVB



### MEDIA ADVISORY

For Immediate Release Media Contact: Jeri Hansen, Lodi CVB 209-365-1195 November 22, 1999

"Basic Event Strategies" Comes to Stockton

Stockton – "Basic Event Strategies" a workshop and special events seminar will take place on Thursday, December 2<sup>nd</sup> from 8:00 a.m. until 12:00 p.m. at the Stockton Radission Hotel.

The workshop, co-sponsored by the Stockton San Joaquin Convention & Visitors Bureau and the Lodi Conference & Visitors Bureau, is \$35 for advance tickets and \$40 at the door. Admission price includes breakfast and all materials and handouts. Workshop presenters include professionals and executives from the fields of marketing, event planning and management, ticketing operations, graphic design, sponsorship development and public relations.

### Workshop topics include

- Event Marketing
- Box Office and Ticketing
- Event Operations and Logistics
- Media Relations and Publicity
- Event Graphics and,
- Sponsorships from the Sponsors Perspective.

The workshop was developed for individuals and volunteers involved in special event planning and management and fund-raising activities but is open to anyone interested in event management. Jeri Hansen, Executive Director of the Lodi Conference & Visitors Bureau explains, "We wanted to develop a workshop that would give participants the tools and resources that they can use in the real world." Ann Sternal, Executive Director of the Stockton-San Joaquin Convention & Visitors Bureau agrees, "Often, individuals with full time jobs and other responsibilities find themselves in the role of volunteer event managers for whatever reason, whether that be for church, children's school activities or for the community. This workshop was developed with those volunteers in mind."

For event information and reservations, please contact the SSJCVB at 209-943-1987.

Do You Want to Increase Your **Bottom Line?** Do You Want **More Attendance?** Do You Want More Sponsors? Do You Want More Publicity? Then This Special

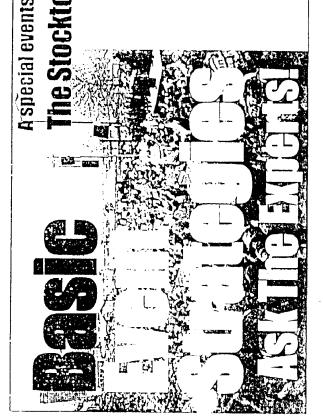
### Come and Learn From These Nationally Renowned Experts!

- Karin Moss
- · Sally McKeag
- Terri Hopson
- Michelle Manos
- Dan Kowitz
- Traci Rockefeller-Cusack

### Topics Include:

- Event Marketing & Sponsorship
- Box Office & Ticketing
- Event Operations & Logistics
- Media Relations & Publicity
- Event Graphics
- From the Sponsor's Perspective

A special events seminar and workshop presented by: The Lod! Conference **Visitors Bureau and** he Stockton San Joaquin Conventio



Increase Your Bottom Line

more attendance more sponsors! more publicity!

### Basic and Visite Lo Lo Lo Strategies Ask the Experts!

Stockton San Joaquin Convention and Visitors Bureau and the Lodi Conference and Visitors Bureau



Thursday, December 2, 1999 8:00 A.M. to Noon

Radisson Hotel

2323 Grand Canal Boulevard Stockton, California

Tickets (Includes Breakfast)

\$35 in advance

\$40 at the door

Limited Seating, make your reservations early!

Call 209.943.1987 for ticket information and reservations



### A brief introduction—our featured speakers:

KARIN MOSS • Karm is a veteran marketing professional with over 25 years of experience in all aspects of event marketing, promotion, and sponsorship. She is a featured speaker at numerous seminars throughout the U.S. and her work has been cited for excellence by both national and international associations. She has been the Marketing Director of the California and Oregon State Fairs, Portland Memorial Coliseum, Lawlor Event Center at the University of Nevada, and Hollywood Park Racetrack.

Karin began her career in Los Angeles and served as Promotion Director of Atlantic, Asylum, and Mercury Records. As music coordinator of the film "American Graffiti" her work was nominated for an Academy Award.

SALLY MCKEAG • For the past 16 years, Sally has worked in a variety of high-level positions for the federal government in Washington D.C. and the California State government in Sacramento. Ms. McKeag served as special assistant to the Secretary of the Interior in Washington D.C. and as the department's Special Projects Officer. She also held event planning positions for two Presidential Inaugurations. Sally was site director of the 1990 Economic Summit of Industrialized Nations in Houston, responsible for the Main Plenary logistical planning in hosting seven world leaders and their staffs.

Ms. McKeag moved to Sacramento to work for Governor Wilson as Director of Constituent Affairs. During this time she played key roles in organizing numerous events such as the Governor's Crime Summit in Los Angeles as well as many other events requiring the Governor's participation.

TERRI HOPSON • Terri Hopson's career in Theater Arts and ticketing spans over 15 years. She has been the Ticket Office Manager for the College of Fine Arts at the University of Oklahoma, Director of Ticketing Operations at the Lawlor Events Center, and is currently Ticketing Services Manager at the Performing Arts Center at Cal Poly in San Luis Obispo. Terri has handled all ticketing operations for both University owned ticketing systems and Ticketmaster.

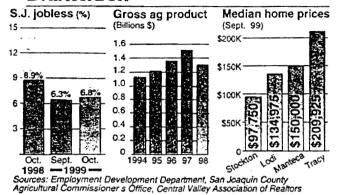
MICHELLE MANOS • Michelle, currently General Manager of Weberstown Mall, has over 25 years of management, administrative, and hands-on experience in marketing, design, advertising, publications, public relations, fund raising, and special event planning. Her work has received numerous national, regional, and local awards and has been published in American Corporate Identity. The New York Art Directors Show, Communications Arts Magazine, and is featured in the Library of Congress' Permanent Poster Collection. She has served as Art Director for the Ohio State University Office of Public Affairs, and Director of Publications for University of the Pacific.

DAN KOWITZ • Dan is the Director of Sponsorship Development as a consultant to Mervyn's California. He is responsible for managing sponsorship events such as Mervyn's California Beach Bash 99 and an AVP Tour volleyball event in Hermosa Beach. He started his career with Ameritech where his responsibilities included contract negotiations, and event execution with the Taste of Chicago, a 10 day event with over 3 million attendees, the Arts Institute of Chicago, The Chicago Bulls, and Northwestern University.

Dan also directed Ameritech's sponsorship and event involvement with the 1996 Democratic National Convention, The Art Institute of Chicago's 1997 Renoir Exhibit, the WTA Tour tennis event, and the Ameritech Cup.

TRACI ROCKEFELLER-CUSACK • Traci joined Fleishman-Hillard Inc. in 1998 as a Senior Account Executive. She devotes her organizational and marketing skills to Pacific Bell Wireless, Pacific Bell Park, and KXTV-10. Prior to joining Fleishamn-Hillard, Traci was the Promotions Manager for KXTV-10 (the ABC affiliate in Sacramento). In 1998, as the station's liaison with the Oprah Winfrey Show, she spearheaded the station's participation in Oprah's "World's Largest Piggy Bank" project and was identified as a leading affiliate nationwide. Traci developed and coordinated KXTV-10's "Coats For Kids Sake", an ongoing winter coat drive. Since its inception in 1991, more than 120,000 coats have been donated and distributed to needy families throughout the Valley.

### DATAWATCH



The Record

### Need to know

### WEDNESDAY

The Economic Concerns committee of the Lodi District Chamber of Commerce will meet at 7:15 a.m. at General Mills, 2000 W. Turner Road. Information: Susan Bagley, 367-7840.

### THURSDAY

Basic Events Strategies, a half-day seminar, will start at 8 a.m. at the Radisson Hotel, 2323 Grand Canal Blvd., Stockton. The seminar is sponsored by the Stockton San Joaquin Convention and Visitors Bureau and the Lodi Conference and Visitors Bureau. The cost, including breakfast, is \$35 in advance or \$40 at the door. Information: 943-1987.

Scott Clements will discuss the Hotel Stockton/Cineplex development when he addresses the 8 a.m. meeting of the Downtown Stockton Alliance. The group will meet at the Hotel Stockton, after which there will be a tour of the hotel. Information: John Fry, 464-5246.

The San Joaquin County
Office of Education Regional
Occupational Centers and
Programs will host an open
house to showcase course offerings. The free events run from
10 a.m. to 2 p.m. at the following Stockton locations:

- Automotive technology: 302 Weber Ave.
- Biz tech: 2111 W. March
- Child-care training: Homphreys College, 6515 Inglewood Ave., A-5.
- Losmetology: 302 Weber Ave. Health academy: 2333 W. March Lane.

## Port ready to § Rough an

By Bill Cook Record Staff Writer

Potentially the grandest gift in San Joaquin County history is about to be handed to the Port of Stockton.

Within 15 years, the present could be worth \$190 million a year in additional revenue to the port and the community, the port staff estimates. That would equal four-fifths of the current Stockton city budget.

The gift is a 1,419-acre tract of adjacent land called Rough and Ready Island. The Navy has abandoned its international communications center there and is prepared to hand the island over to the port without charge as a "public benefit conveyance."

Approximately 10 times bigger than San Joaquin Delta College's north-Stockton campus, Rough and Ready Island will triple the port's size and give it 5 million square feet of additional warehousing served by 40 miles of railroad track, plus myriad other assets.

"Most people don't realize what a big deal this is," interim Port Director LeRoy Hieber said. "We're really excited about it. It will provide major long-range benefits for the port and the community."

Hieber believes Rough and Ready Island and its facilities can be fully leased to new tenants by 2015. At that time, the port will generate \$350 million a year in wages, tenant lease payments and taxes, trucking charges, and other direct inputs into the local econ-



### Tour Group Assistance

- Serve as local contact for visiting groups
- Resource for tour sites, programs and services such as caterers, etc.
- Corporate Tours
- Farmer to Farmer Tours
- Educational/Student Tours
- Private Group/Individual Tours
- Assisted over 1,000 visitors since 1999

### Tour Group Assistance, continued

- Coordinating with Sacramento CVB to position Lodi as a pre-conference and spouse/guest tour site for major Sacramento conferences/groups.
- Work with local sites to develop tour plan and resources.
- Day trips lead to return trips later
- Exponential market reach that we otherwise may not capture

Telephone 650.324.3739 Fax 650.688.8333 Email vivthomas@aol.com

July 7, 1999

Ms. Jeri Hansen Executive Director Lodi Conference & Visitors Bureau 1420 South Miles Avenue, Suite K Lodi, CA 95242

Dear Jeri,

This is a long overdue letter to thank you for the wine tasting you provided for my French group (Ameritours) on May 27 at the Robinson home. It was an unexpected pleasure and greatly enjoyed by everyone.

Thank you again for a very special event.

Twian Thomas

Sincerely,

Vivian Thomas

### WILLIAM M. KUEGEL, SR.

5250 HAYCRAFT ROAD OWENSBORO, KY 42301

Ladi, CA 95242

Jere Harsen, Executive Virector

Dear Jeri:

2'se want to thank you for a most enjette life around San Jeaquin Country's agir

culture intentry.

We were amaged at the Leautiful Trops, the

devercity- orapards and made had

devercity- orapards and grafe purhas in med at negatables, corre, souleans eta fama in this area - very educational

in this area - very educational. We felt we learned many ideas to ling

thanks again for your cuttine and make-

your information.

Kirkettully



### Sierra-Bay Farm Credit Services Sierra-Bay Federal Land Bank Association, FLCA Sierra-Bay Production Credit Association

3984 Cherokee Road P.O. Box 8070 Stockton, California 95208 209-931-3770 • FAX. 209-931-3855 800-659-FARM (3276) Email: info@agcredit.com

November 11, 1999

Ms. Jeri Hansen, Executive Director Lodi Conference Visitors Bureau 1420 South Mills Avenue, Suite K Lodi, California 95242

RE: Western Farm Credit Associations: Wine Tasting Event

Dear Jeri

On behalf of the Western Farm Credit Associations, I would like to thank you for playing an important role in our effort to host the Western Farm Credit Associations this past Tuesday evening.

Based upon the very favorable responses I received throughout the evening, the wines were well received and everyone enjoyed the event that you contributed to by your presence and professionalism.

Most importantly, everyone had a great time!

As we discussed briefly at the close of the tasting, we would enjoy working with the Lodi Conference and Visitors Bureau/Lodi-Woodbridge Winegrape Commission in sponsoring agrelated events in the future. Please do not hesitate to contact me at 931-3770.

Thank you Jeri.

Sincerely

William S. Bensley Senior Vice President

cc: Mark Chandler

### O.W.A.C. Conference Huge Success!

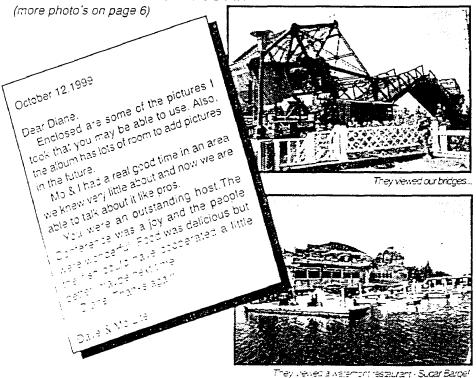
Outstanding best describes the O.W.A.C.conference hosted by Tower Park and Delta Chambers, and mostly to J. Mills at Tower Park for coordinating and planning the conference, lodgings, meeting rooms, hosted dinners and hospitality. Lodging was donated and provided by Delta Daze Inn, Hotel Del Rio, Rogelio's, Tower Park, B&W Resort, Delta Bay Resort. Houseboat accommodations were provided at Tower Park by Herman & Helen's, H2O To Go, Paradise Point, and Forever Resorts. Over 50 people attended and really enjoyed the Delta.

Nicki Suard, Snug Harbor arrived in their sea plane and offered rides to our visitors. Many fast boats took guests to Bethel Island for a well planned day of activities Craig Lundborg "rolled out the red carpet" in Bethel Island, with music, a wonderful barbecue lunch at Sugar Barge (hosted by the Bethel Island Alliance), while viewing demonstrations of fast boats and wake board ski stunts. Many went bass fishing and fly fishing with top-notch professional fishing guides and they caught black bass and striped bass.

Jeff Leonard form Harrison's Marine/Marine Max took visitors over in his Sea Ray Cruiser and it was luxury on the water. Others who took our guests to the Island by fast boat were Terry McDonald, Bob Cameron and Ron Coshe. Tom Wigham took wildlife photographer, Bill Beebe on a bird watching excursion for the day and showed the wildlife beauty of the Delta.

The last dinner meeting was held on Monday night and Robert Hefner was a superb speaker for the Delta Chambers. <u>Jeri Hansen from the Lodi Conference and Visitors Bureau hosted a wine tasting table and guests had an opportunity to sample our Delta wines.</u>

J. Mills and Diane have had follow up responses from many of the attendees. Articles have been written, a photo album was mailed to us with Delta photos, and even some" thank you" e-mails. We look forward to the magazine and newspaper articles that will be written about the Delta.





### Western Water Ways We offer the Best deal in the Delta

Cruiser Haven Marina Ota River at RR Br. Map Loc. G-5 (325) 634-3822 Covered Sips 30 ft. to 50 ft. Holland Riverside Marina Holland Cut at Pook St. Map Loc F-5 (925) 684-3667 Boat Stops Covered 25 - 40 ft. Uncovered 30 - 46 ft

Facilities: Restrooms, showers, laundry, electric & talaphone hookup, shack shack, lice & bart Also at Hol. Riverside, launch ramp, pump out & fuel

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# Lodi Itinerary Ideas

- Theme itineraries have broad appeal
- Image enhancement
  New ideas for "what to do" in Lodi
  - Romance & Rejuvenation
- Adventures and ExcursionsAgriculture Explorations
- Tun, Frolics & Quirks
- OUSed in visitor packets

### Fun, Frolics & Quirks

- Following Lodi is the birthplace of A&W Root Beer! Order a burger, fries and of course a world famous A&W Root Beer Float. See photos from the Worlds Record Root Beer Float event held in Lodi over 2,500 gallons of pure pleasure!
- Visit the International Yo-Yo Museum and learn some crazy yo-yo tricks.
- Ride a roller coaster at Funderwoods Amusement Park.
- See golden lion tamarin and other exotic animals at the Micke Grove Zoo.
- Take part in a grape stomp. How many gallons of juice can you crush....with your bare feet?!
- Enjoy the delectable "Scoozi" at Hazel's restaurant in charming downtown. What's a "Scoozi?" Come to Lodi and find out!

More

### Romance & Rejuvenation

- E Check in to a charming bed and breakfast with vineyard views, draw a warm bubble bath and.... relax.
- Make reservations for an intimate dinner at a cozy restaurant where the menu features locally grown fruits, vegetables and premium wines.
- Freat yourself to a massage, facial or makeover at a day spa.
- Take in a concert under the stars at Hutchins Street Square's outdoor amphitheater or, a play in the sophisticated and stately performing arts center.
- \*: Shop for antiques, collectibles and unique finds in charmingly restored Downtown Lodi.
  - Take your time to browse in an art gallery made up of works by local artists.
  - Tour Hill House Museum and walk back in time.
  - Pack a picnic lunch and dine al fresco in a vineyard or, in one of Lodi's twenty-six parks.
  - Visit a local tasting room and talk to the winemaker as you sip fine Lodi appellation wines.

More

### AGRICULTURE EXPLORATIONS

- Attend a local festival konoring agriculture view the famous grape murals of the Grape Festival + Harvest Fair, sample delectable asparagus products at the Asparagus Festival.
- @Visit the area's Cherry Blossom Festival or the Strawberry Festival.
- Take a hayride, traipse through the Great Pumpkin Patch, and see Farm animals and an array of flowers at Phillips Farms.
- \*Catch a glimpse of agriculture's past or pan for gold at the San Joaquin Historical Museum.
- Take a scenic drive and stop at one of the many fruit stands that dot the countryside.
- Stroll through the Downtown Lod; Farmers Market and Festival food, music, crafts and best of all farm fresh fruits, vegetable and flowers.

Misce

### ADVENTURES & EXCURSIONS

- **>>** Delight in an early morning bike ride by miles of vineyards and orchards.
- Take a river raft tour of the lush Mokelumne River, complete with wine and cheese tasting.
- ➤ Sail, paddle, swim, water or jet ski on miles of gorgeous and navigable Delta waterways.
- **▶**Boat to a restaurant on the water and enjoy riverbank dining.
- Splash, sunbathe and construct a sandcastle on the shores of picturesque Lodi Lake.
  - \*\*Jump out of an airplane (wearing a parachute of course!) at the Lodi Skydiving Center.
  - range. 

    → Take a shot at sporting clays at a nearby sport shooting
  - Play a round of golf at one of our picturesque golf courses; or practice your swing and hit a bucket of balls at the driving range.
  - **>>** Bait your hook and cast your line into the Delta and spend the day "Gone Fishing."
  - Enjoy a naturalist and bird watching tour and see elusive, beautiful and rare species.

## Lodi Community Involvement

- Lodi Sunrise Rotary
- Lodi Women's Center
- Lodi Sister City Board Member
- Lodi Wine Brats
- Leadership Lodi Class of 2000
- Walk for the Health of It Committee
- Vines to Wines Committee

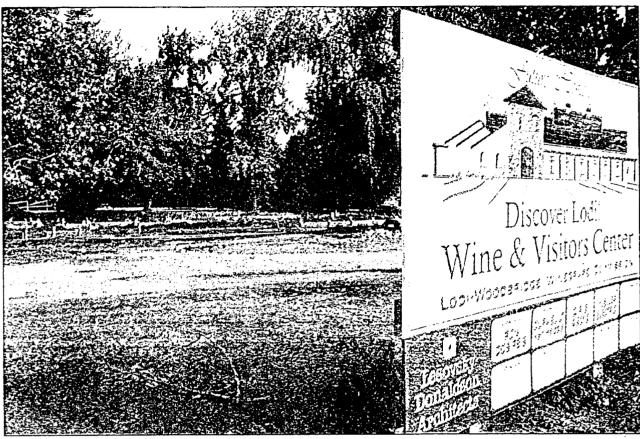
### LCVB Community

### Awareness

LOCAL SPEAKING ENGAGENENTS

- Lodi Rotary
- Lodi Tokay Rotary
  - Lodi Sunrise Rotary
  - Lodi Lions
  - SIRS Club of Lodi
  - Acampo/Victor/Lockeford Clements Farm Bureau
     Annual Meeting
  - Sierra Bay Farm Credit District Mktg. Meeting
  - Lodi Chamber of Commerce
    - Economic Concerns Committee
- Leadership Lodi

### Rediscovering Lodi



DARREN ANTONOVICH News-Sentinel

A building foundation for the Wine and Visitors Center sits on the property of the Wine and Roses Country Inn. The 2,000-square-foot center is expected to open next spring.

### Wine & Visitors Center promoting city

By Joanna Corman News-Sentinel staff writer

Lodi's leafy vineyards and nationally recognized wines are well known to residents.

The one-year-old Lodi Conference and Visitors Bureau wants others to know too, bureau Executive Director Jeri Hansen told the City Council Tuesday morning.

The bureau was reborn last fall after an effort by the Lodi District Chamber of Commerce folded. The city ponied up \$75,000 and \$25,000 was returned with few results.

This year, the new bureau has been promoting the city and the ag and wine industries in order to make Lodi a travel destination for neighbors and world travelers.

So far, the bureau has set up a Web site, an online magazine that debuted this fall, developed a Visitor's Guide, is planning a wine trail and has promoted local events such as the Grape Festival and the World Record Root Beer Float event which. Hansen said, drew more than 7,000 people downtown

Part of the bureau's success. Hansen

said, comes from its partnership with the Lodi-Woodbridge Winegrape Commission and the city of Lodi, both of which fund its budget. The city provided \$60,000 in its first year, \$51,000 of which was spent. The Wine Grape Commission gave the bureau \$33,700 in cash and in-kind donations. Hansen said.

The bureau is developing Lodi's image as a cultured, friendly and charming place with plenty to do. Hansen said

"As we all know." Hansen said. "Lodi Please see Visitors. Page 13 Continued from Page 1

has no shortage of things to do — often you just have to know where to look. We set out to make sure the residents of Lodi didn't have to look far."

Hansen has been working on several projects to promote the city. A tag line — "Discover Lodi ...

A tag line — "Discover Lodi ... life the way it should be" — highlights this image on promotions.

Hansen estimates more than 852,000 people have been exposed to Lodi within the past year through the print media, including the California Visitors Guide and the Central Valley Visitors Guide.

In October, the bureau's Web site, www.visitlodi.com, received 19,229 hits from as far as Australia. The site launched last March with an initial 2.900 hits.

In the spring, the bureau and Winegrape Commission will relocate their headquarters to 2,000 square feet of the Discover Lodi Wine Visitor Center at Wine & Roses Country Inn & Restaurant, a 5,000 square-foot space.

Exhibits, information on grape growing, wine tasting classes, and a demonstration vineyard will be part of the appeal, said Mark Chandler, executive director of the Winegrape Commission.

Five years ago, Chandler said, when the idea for the new visitor's center came to fruition, Lodi didn't have enough wines for a wine tasting room.

Now the center will stock 30 wines on a rotating basis "so there won't be any undue gain by any one producer," Chandler said. "We'll spread it around."

Chandler said a consultant estimates 20,000 to 40,000 visitors per year will visit the center.

According to Chandler, 10 million people tour California wine growing areas annually and generate more than \$300 million in retail, hotel and restaurant.

"We want a piece of that." Chan-

"

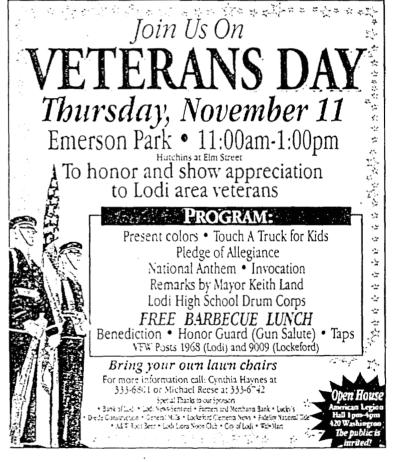
As we all know, Lodi has no shortage of things to do.

Jeri Hansen, Visitor Bureau executive director

dler said. Councilman Phillip Pennino suggested Tuesday the city could attract tourists by providing economic incentives to bring more hotels to town.

Dave Lucas, a local vintner who sits on the bureau's advisory board, said that without a well-received image, wine quality can't stand alone. "Twenty-two years ago I started a small winery and put Lodi on the label," Lucas told the council. "Others said not Lodi, not Lodi. Put California or put America. Look how far we've come ... The type of energy we're seeing is really fantastic."

"



phone is a rustea. ipped in bureaucratic cobwebs.

How can you prevent sonation?

Defying common sense, DMV leaders insist phone interviews can sift the good drivers from

nfit. Employees can tell if they are talking to an older person. ding to a department spokeswoman, "because they have gravzoices."

iere's more.

ne department says such interviews last for 75 minutes. Our arch showed they may be much, much shorter.

officers request it, the DMV must notify them regarding the sting results. Yet officers interviewed by Stein said it's a hit-ors proposition. Sometimes they hear back; often, they do not. his is intolerable.

'ew states do telephone retesting. None rely on it to the logicding extent California does.

ies the number of such drivers flagged for retesting in Califor-, 6. JO last year, is substantial. But substantial resources are eady being devoted to the task of retesting these motorists.

Why not do it right? Why not do it in person and on the road, ere it counts? Why not make sure officers are notified, no exes?

More importantly, why not save some lives?

State Sen. Tom Hayden is pushing legislation aimed at getting ngerous older drivers off the road. A principal co-author is our in representative to the State Senate, Patrick Johnston. Our Asmblyman, Anthony Pescetti, is also interested in this issue.

These representatives should act together, in a non-partisan anner, to investigate the ruse and stop it.

If the department lacks the resources for proper testing, it rould ask the Legislature for those funds. Lawmakers should lisen. The ruse should end.

Lives of the young and old alike are at stake.

Lodi News-Sentinel

### THE PEOPLE'S REPRESENTATIVES

GOVERNOR OF CALIFORNIA

Gov. Gray Davis — State Capitol. Sacramento, CA 95814. (916: 445-2841 of 7209: 445-

CALIFORNIA LEGISLATURE

Patrick Johnston, 5th District, Foom 5066, State Capitol, Sacramento, CA 95614 31 E. Channe, St. Buta D. Stockton, CA 95202 (916), 445-2407 or (209, 948-793)

Assemblyman Anthony Pescetti, 13th District, Room 2111, State Capitol Sacramento CA 96814, or 10370 Old Placen/Re Road, Suite 106, Sacramento, CA 95827 (918, 319-2010 (915) 362-4161 or (916) 362-4164 (fax).

COUNTY SUPERVISOR

Supervisor Jack Sieglock, 4th District, County Courthouse, 222 E. Weber Ave Street on CA 95202 468-3113

### Our Readers Writ

### Lodi's tourism reputation grows

Editor:

In response to the following letter I received, I would like to say that Lodi is fast becoming a city reaching out for its destiny.

I hope we can continue to grow and expand our tourism hospitality along the way.

Ken Sasaki

Dear Mr. Sasaki:

I am writing this letter on behalf of Yamagata Agricultural Commissioner Tour Group to extend our deepest appreciation to the following: City of Lodi, Mayor Keith Land and his lovely wife, Marcia, City Manager Dixon Flynn, Lodi-Woodbridge Winegrape Commission executive Director Mark Chandler.

Upon our visit to the city of Lodi, we were overwhelmed by the beautiful welcoming dinner at the Wine and Roses Inn. We had not expected such a warm welcome and hospitality from the city of Lodi and city officials.

We were also able to strengthen our cherry industry's relationship, but, most of all, the presentation of local wine tasting created encouragement for marketing in Japan with your wine industry.

We are hoping that we can continue our relationship with your city, not only in agriculture but also human resources, etc.

### Media coverage having an influence on students

Editor:

I cannot begin to express my

where do you think we could mo and still feel safe? Between t arrest earlier this week and t continual lock-downs of our st dents and staff can anyone a swer her question please? Enou is enough!

Merri Cunninghe

### Why aren't there more letters from people in Lodi?

Editor:

Each day we receive our I News-Sentinel. For those in family reading is confined to ! news and letters to the ec Though we may not agree the opinion of all, we like to what others think or believe.

Today, there were no le but opinions of those who: their living writing. About each week there are no lette it the people in Lodi have no ions or have fear to express . All newspapers have news Associated Press or United 1 We receive the Windham Jo published in Windham, N.Y. ed in the Catskills. Many the letters to the editor tak page or more.

Charles Jo

### Bomb informatio on Internet cove is overdone

Editor:

On behalf of myself and leagues at Tokay High S would like to express my ; direction the

### lazel's expansion opens up new possibilities for downtown Lodi

v Andrea Miller

here is an old adage that says you can't get enough of a good thing. Downtown Lodi's Hael's restaurant has risen to that challenge. The popular eating establishment which is known throughout Northern California for its California-style cuisine, recently added a new banquet room to its facilities.



The staff of the well-known and popular eating establishment, Hazel's.

Having already owned the building, Hazel's owner Bill Sandeen decided to expand when the lease on the beauty shop next door expired. "We have always believed downtown was full of possibilities," Sandeen offered. "We felt that a banquet room would offer downtown a pleasant alternative for hosting meetings, receptions and company parties. We can even accommodate small wedding receptions."

"The expansion at Hazels has opened up great possibilities for downtown businesses. Conferences, meetings and company parties often require more privacy and greater space accommodations than regular restaurant seating allows."

Jeri Hansen,
Director of the Lodi Conference
& Visitor's Bureau

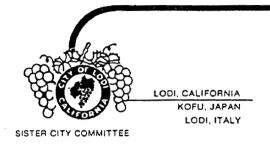
For many downtown businesses, the additional meeting location is a welcome addition. Able to accommodate 52 comfortably, the banquet room boasts a state-of-the-art, microphone equipped, sound system and a separate dining menu. The separate room can be reserved for seminars, large meetings, company parties and other events.

Few local meeting places exist

### Continued on page 6

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The Vintage Gracious Retirement Living - (209) 339-1500



September 23, 1999

Jeri Hansen Lodi Conference and Visitors Bureau 1420 S. Mills Avenue, Suite K Lodi, CA 95242

Dear Jeri

The visit by our guests from Lodi, Italy, was made perfect with all your help. The visitors felt so welcome and comfortable with everything.

We, Lodi Sister City, want to thank you for planning the tour and taking the time to be with us on Thursday. It was great; your hospitality was wonderful.

Again, thank you for your generous kindness shown to all of us.

Sincerely

Angie Ferrero

Angie Ferrero

President



Stockton . San Joaquin . Mother Lode

Carrie M. Sass Community Relations Manager Phone: (209) 546-8245 Fax: (209) 547-8182 530 East Market Street P.O. Box 900 Stockton, CA 95201 209-943-NEWS

March 15, 1999

Ms. Jeri Hansen Lodi Conference & Visitors Bureau 1420 South Mills Avenue, Suite K Lodi CA 95242

Dear Jeri,

A "much over-due" thank you note for the wonderful lunch at Hazel's and the opportunity to get to know you and Mark. It was very interesting to hear about all the wonderful things going on in Lodi - and since I met with you I have found when people are talking about events and projects going on up north ... well I sort of feel like I am a lot more informed.

Let's do keep in touch. I would like to arrange to get together with my new north county friends, at least on a quarterly basis. Please let me know if opportunities arise that The Record should be aware.

Thanks again. It was a delight meeting you.

Sincerely,

Carrie M. Sass

Community Relations Manager

### DISTRICT CHAMBER OF COMMERCE

January 10, 2000

Jeri Hansen Lodi Conference & Visitors Bureau 1420 S. Mills Avenue Lodi, CA 95242

Dear Jeri:

On behalf of the Lodi District Chamber of Commerce and the Leadership Lodi Steering Committee, I would like to congratulate you on being selected to participate in the 2000 Leadership Lodi Program.

Enclosed you will find an agenda for the Orientation Meeting scheduled for Tuesday, January 25, 2000, 5:30-6:30 p.m. at the Chamber of Commerce, 35 S. School Street, in the conference room. Please call to confirm to confirm your attendance at the Orientation.

This will give you the opportunity to meet your fellow classmates and to review the quidelines of the Leadership Lodi Program.

The dress code is business. We have scheduled a class photo to be taken that evening. The photo will be placed in the Chamber publication "Lodi Business".

Please RSVP your attendance to Sandi Somers at the Chamber office, 367-7840.

Sincerely,

Patti Bates Office Manager

Enclosure



### New visitor bureau promotes Lodi's bounty

Picnic in a vineyard while sipping award winning wines, savor the agricultural bounty at the Farmers Market, browse for antiques in charmingly restored downtown and dine in casual or upscale surroundings. Enjoy a play or concert in a world-class performing arts center. Visit the zoo, Japanese garden, an amusement park or take step into the past at the county museum. Rent a pedal boat or aqua cycle at the lake, traverse over 1,000 miles of nearby waterways by boat, catch a glimpse of a Sandhill Crane or a Great Blue Heron, go for a swim, cast a rod and reel for a fish or, simply relax and unwind.

Hopefully, by now you've realized that you can do all this in Lodi. You might also imagine there are people who don't live here that would enjoy the list of activities above as well.

As of October of last year, travelers interested in visiting the Lodi area for business or pleasure have a new resource for receiving information. Local businesses interested in the benefits of those travelers also have a new ally.

This promoter of the bounty of the Lodi area is the newly-formed Lodi Conference & Visitors Bureau, begun last year as a collaborative effort by the City of Lodi and the Lodi-Woodbridge Winegrape Commission.

Last fall, the City Council approved and finalized the plan for the bureau, providing \$60,000 which was added to over \$40,000 contributed by the Winegrape Commission to get the bureau up and running.

The person charged with leading the new LCVB is Jeri Hansen. She was chosen to manage the effort based on her background which includes a degree in Agricultural Business

from Cal Poly San Luis Obispo, plus stints in fair management and at the Farm Bureau. Her skills will be valuable in convincing more of the traveling public to enjoy the wonderful bounty of Lodi.

"The mission of the Lodi Conference & Visitors Bureau is to extend and enhance the hospitality of the Lodi area to all visitors by promoting local events, arts and cultural activities, attractions and businesses," said Hansen. "We will also be working to coordinate the efforts of those entities to achieve the greatest return for the Lodi area and those who live and work here."

The LCVB recently developed an advisory board consisting of community leaders, representatives from visitor related businesses and services, arts and culture, recreation, wineries and the City of Lodi.

According to Hansen, this group of 11 will be responsible for setting goals and objectives, establishing LCVB programs and evaluating bureau activities, "The board will also serve as a bridge between the LCVB and the community," said Hansen, "And they will also be working to

mobilize local resources - financial and physical. They are in a sense the bureau's tourism ambassadors."

The LCVB will also need a number of volunteers interested in promoting tourism activities to work with subcommittees that are being formed to include marketing and local event planning.

LCVB projects underway include the development of an exciting and inclusive website, and – at the heart of the Lodi Conference & Visitors Bureau website – a community calendar, which will list arts activities, events, festivals, concerts, plays and more. The website will include links to community organizations, as well as visitor related services and businesses.

The website will also detail the area's attractions and opportunities for culture, recreation, naturalist and agriculture tours, wine-tasting and more, all with related links should the visitor need more information.

Those interested in getting involved with the LCVB contact Hansen at (209) 365-1195.



The City of Lodi, in an effort to prepare its citizens for the entrance into the new Emillennium, will be conducting a series of public forums dealing with all aspects of community living as we approach the year 2000.

These public forums will held the third Tuesday of each month through December 1999 at Carnegie Forum beginning at 6 p.m. Details about the first two meetings are listed below.

Subsequent meetings will cover air travel, utilities (water, sewer, gas, telephone and cable TV), police services, gas and oil companies, school and other local businesses.

Anyone with questions or suggestions should call the City Clerk's Office at (209) 333-6702.

### MARCH 16, 1999

This will be the first Y2K
Preparedness Meeting
Featured topics
Banking and Bank Cards
Hospital Care

### APRIL 20, 1999

Featured topics:
Automotive Industry
Social Security
Fire Services
Grocery Stores

Harkins Outstanding Citizen of the Year Award (see sidebar for a complete listing of award winners).

According to Chamber President Bob Andosca, the evening illustrated a show of support for the Chamber from many different parts

Stockton and the surrounding area," he said. The City of a was also well represented with a large turnout which included Mayor Keith Land and councilmembers Susan Hitchcock, Steve Mann and Phil Pennino. City staff in attendance included everyone from the city man-

well attended," Lodi Police Captain Jerry Adams said. "I thought the Chamber did a great job."

A special feature of the evening was classical music by pianist Tom Hoffman and dinner entertainment by singer LaDena Newhall.



### LCVB Launches New logo

he Lodi Conference & Visitors Bureau (LCVB) recently unveiled

its new logo at a public meeting. The art was created to reflect the various aspects, and assets, of Lodi. According to LCVB Executive Director Jeri Hansen, the image will lend itself well to

itself well to VISITORS placement in advertising, posters, flyers, banners and other promo-

tional items.

"The image conveys the area's beautiful climate, proximity of

water and the many opportunities for recreation," Hansen said. Features of Lodi, like Hutchins Street Square and the arts; the newly renovated charm of the downtown area; pastoral farmlands and, Lodi's exciting and flourishing wine industry are all represented in our logo.

"Quite simply, the Lodi Conference & Visitors Bureau logo captures the very essence of our area and represents that which makes Lodi such a unique and wonderful place to live - and to visit."

"The image conveys the area's beautiful climate, proximity of water and the many opportunities for recreation,"

You can reach Jeri Hansen and the LCVB at ~ (209) 365-1195.

### Chamber Award Winners

Deanna Enright Volunteer of the Year Ed Marchese

Ray C. Hirning Street Faire Volunteer

Marie Rodriguez

James W. Pinkerton, Jr. Industry Award General Mills, Inc.

Agribusiness Person of the Year George Barber

William T. Harkins Outstanding Citizen
Janice Roth

The Vintage Gracious Retirement Living - (209) 339-1500

### World Record

### Root Beer Float

- **Event Planning Committee**
- LCVB managed event media strategy
- Over 7,000 attendees for 3 hr. event
- Received local, regional and national media attention (news, radio, TV)
- Local cooperative community spirit
- Attained World Record!

### Media Release

### For Immediate Release – June 15, 1999 Media Contacts:

Peter Knight, A&W Restaurant, (209) 327-1797 Jeri Hansen, Lodi Conference & Visitors Bureau, 800-798-1810 Cynthia Haynes, City of Lodi (209) 482-LODI

### Worlds Largest Root Beer Float in Lodi

Sweet concoction gets a taste of World Record

<u>Lodi, CA</u> - A world's record will be broken and a new one set in Lodi on Saturday, June 19<sup>th</sup> with a 2500-gallon A&W Root Beer Float. The event honors the 80<sup>th</sup> Anniversary of A&W and will take place in downtown Lodi from 11:00 a.m. until 2:00 p.m. Lodi is the birthplace of A&W and the site of the first glass of A&W Root Beer ever sold.

A special world record ceremony and dedication will be held at 12:00 noon, with comments from Lodi Mayor Keith Land. All event attendees will be treated to a complimentary glass of the giant root beer float. In addition, the event will feature an auction for those that wish to bid for the first glass of the record-breaking beverage.

The world's record celebration will also feature a classic car show, a kid's midway and carnival games, food vendors, live music, live radio remote, a special performance from the Lodi Community Band and exciting yo-yo and karate demonstrations. A special A&W Root Beer Trivia contest will be held with prizes awarded at the conclusion of the event.

The colossal root beer float will be created from 2100 gallons of root beer and 400 gallons of ice cream. Float construction will begin at approximately 11:00 a.m. on the day of the event.

One hot day in June of 1919, an entrepreneur named Roy Allen mixed up a batch of creamy root beer and sold the first frosty mug for a nickel at the original A&W stand in Lodi. States Peter Knight of A&W, "Lodi is the fitting place for this exciting world's record event." Proceeds from the world's record event, as well as from the auction of the first glass of the record root beer float, will benefit Lodi community youth groups. The event is being coordinated by the City of Lodi, the Lodi Conference & Visitors Bureau and the Downtown Lodi Business Partnership in cooperation with Lodi's A&W Family Restaurant. For more information log-on to www.awrootbeer.com.

= = =

Photo opportunities: Root Beer Float construction. World Record ceremony, auction of the first glass of the record breaking root beer float, event attendees sharing the 2500 gallon float, community members engaging in entertainment and activities, youth clubs and groups assisting at the event, entertainers and demonstrations, the "Great Root Beer Bear" character mascot with attendees.

### WORLD RECORD ROOT BEER FLOAT -PRESS PARTY-

### 5:00 PM

### THURSDAY, JUNE 17, 1999

A&W Restaurant 216 East Lodi Ave. Lodi

FREE! A&W Root Beer Floats

for all members of the press and media *PLUS*!

Don't miss up to the minute information about the RECORD BREAKING ROOT BEER FLOAT to be constructed in Lodi on Saturday, June 19

Join us and become a part of world record history!

### PHOTO OPPORTUNITIES:

Classic Car Show; Root Beer Bear mascot; the making of a regular sized root beer float for close-up shots; special guests, kids and families enjoying root beer floats; real carhops on real skates!

### INTERVIEW OPPORTUNITIES:

Thoughts on, and comments about, the GIGANTIC float and the world record breaking event from A&W representatives, event sponsors and coordinators, special guests, kids and families.

Please RSVP to: Jeri Hansen, Lodi CVB:209-365-1195 or to Cynthia Haynes, City of Lodi: 209-482-LODI.

### Hope floats: Lodi tackles world's biggest sip

By Reed Fujli Record Staff Writer

If the sunbaked, gravel-covered maintenance yard of a Stockton trucking company — the air tinged with dust and a hint of diesel fuel — seems an unusual place to prepare a root beer float, we're talking about an unusual root beer float.

With San Joaquin County Weights & Measures officials painstakingly monitoring the proceedings, a BJJ Trucking Co. tanker truck was loaded Thursday afternoon with 15,300 pounds of water as the first step toward producing a world-record, 2,500-gallon, ice cream-and-root beer concoction that will be finished Saturday around noon in downtown Lodi.

The world's largest root beer float will contain more than 6 million calories and weigh more than 12 tons when complete.

Admission to its construction is free, and all-you-can-drink portions of the massive treat will be given away. The root beer float event, which will benefit Lodi youth groups, is being staged to celebrate the 80th anniversary of A&W Root Beer, which was invented in June 1919 in Lodi, where the first A&W stand was built at 13 W. Pine St.

"This is not the original location," said Steven Rhea of Woodbridge, who was eating Thursday afternoon with his wife at the existing A&W restaurant at 216 E. Lodi Ave. "My wife and I come in here about once a month."

"We come in for the root beer, yeah," Rhea said. "You don't come in here for fries or onion rings."

Carla Rhea said she hoped to be able to return Saturday for the giant root beer float's completion. "We're going to try real hard" to attend, she said.

Weights & Measures inspector Austin Erdman and other county officials are taking great pains to certify the Lodi root beer float as the Guinness Book of World Records record breaker, meeting strict criteria set down by Guinness Media Inc.

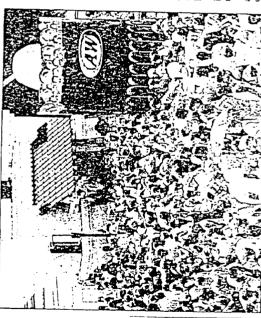
Today, the truck will be driven

to the C&H Sugar plant in Crockett where the seals will be broken and 275 gallons of liquid sugar will be added to create the needed 2,100 gallons of root beer. After being resealed, the truck will return to Stockton to await the final assembly of the root beer, with 400 gallons of vanilla ice cream — also certified by officials.

The local effort could top the current record holder, a 2,166.5-gallon brew whipped up by Thomas Kemper Soda Co. of Seattle on May 16, 1996.

Activities will take place at Pine and School streets between 11 a.m. and 2 p.m. and will include live music, a classic-car show, auctioning of the first drink from the float, as well as yo-yo demonstrations, children's activities, food, a karate demonstration and more.

Information: Peter Knight, A&W, 327-1797; Cynthia Haynes, city of Lodi, 482-LODI; or Jeri Hansen, Lodi Conference & Visitors Bureau, (800) 798-1810.



TOWERING MUG: Thousands of people flock to Lodi's old downtown arch to witness the largest root beer float ever made

### Lodi gulps root beer float record

A&W fetes 80th year where chain began

By Seve G. Echeverria Jr. Becoul Staff Writer

The city of Lodi now holds one of the world's sweetest neemls.
With 2,100 gallons of root beer and 400 gallons of vinilly ice ensure. than 10,000 area residents flocked to ness - then enjoy - the world's Commed into a giant cylinder, more downtown Locii on Saturday to wit-

in Lodi," said Pete Knight, owner of The worlds record belongs here largest not beer float.

the A&W Family Restaurant in Lodi. Although Baat construction began about noon, Knight said, each ingredient had to be certified by county Weights and Measures and health officials days before in order for the official Guinness World Record breakrg float to be recognized.

But two hours and 2,562 and a Conference and Visitors bureau, half gallons later, Lodi held the Downtown Lodi Business record.

honored the Buth anniversary of A&W included a special reemony and dedication from city dignitaries. The afternoon event, which also

that Lixii is site of the first glass of not beer sold in the country and the Organizers were quick to point our birthplace of A&W.

In June 1919, entrepreneur Roy Alen sold his first 5-cent float. On Saturday however, event attenders were treated to five glasses of sold and fee cream from the 4,000-gallon tank located under the arch at List Pine and North Secramento.

Volunteers used dozens of pitchers to serve the beverige.

The event also featured an auction for those who wished to bid for the

first glass of the record-breaking beverge. The first pitcher was auctioned off for \$1,400 to benefit area yough. Coordinated by the city, Lodi

Partnership, and A&W Family Restaurant, volunteers and attendents said the event brought residents clos-

"It gets the community together," said volunter Larry Gonzales, 38.
"You've got to have a reason to come downtown."

Alicia, agreed."It brought a lot of people down-Gonzales' 16-year-old daughter,

town," she said.

After several friends told him about a gant root bear float, Nick Quirzz said he made his dad nish

"Finally something happens in Lodi," the 13-year-old said, "It was exol."

Saturday overvliehning, "These people aren't part of my business," he said, "They just want to help be part of a world's record." Knight called the unity shown

### Lodi A&W Root Beer Float Talking Points

How many calories does the world's biggest root beer float have? More than 6 million calories and, it weighs over 12 tons!

All participants will become part of the world record root beer float.

FREE Admission to all.

FREE all you can drink of the world record root beer float.

Lodi is the birthplace of A&W Root Beer, June 1919.

The original location: 13 Pine Street, Lodi CA.

June has been designated A&W Root Beer month by a City of Lodi Proclamation.

The colossal root beer float will be made from 2100 gallons of root beer and 400 gallons of ice cream.

The giant root beer mug measures 27 feet in circumference, 8 feet in diameter, and 13 feet tall.

Proceeds to benefit Lodi youth groups who are volunteering at the event.

The first glass of the record breaking beverage will be auctioned off with proceeds going to the youth group of choice.





LODI
The Birthplace
of A&W

### World Record Root Beer Floai

2500 Gallons • FREE ALL You Can Drink

JUNE 19TH

**Downtown Lodi** 

11AM - 2PM

Pine & School Streets

All Proceeds Support Lodi Youth Groups

HWIN Live Radio Remote

sponsored by 7 Up

- YoYo Demonstrations by National Champion
- Face Painting Food
- Kids' Midway Games
- Karate Demonstration

Ongoing: Live Music on 2 Stages

11:00: Building of the Float

11 - 2: Classic Car Show

12:00: Mayor-Opening Ceremony

Auction of First Drink

2:00: Root Beer Trivia Contest Drawing

Special Thanks to:

BJJ Trucking
Bear Creek Winery

7Up A&W

Mendocino Ice Cream
Ogrens Auction

LDBP & LCVB

Garv's Signs

City of Lodi

United Rentals C&H Sugar

Chamber of Commerce

### For more information call:

Peter Knight, A&W Restaurant (209) 327-1797 • Cynthia Haynes, City of Lodi (209) 482-LODI Jeri Hansen, Lodi Conference & Visitors Bureau (800) 798-1810

### 1 Root Beer



at Pyramid Brewery.



u orod Marsoul, popre vandla.

### A Great Root Beer Float Can Be Plain or Fancy

o find out how to make a great root beer float, we went to two experts: the chef at Aqua, a San Francisco restaurant renowned for sophisticated food and decor, and the owner of an A & W restaurant in Lodi. home of the nation's first A & W root beer stand.

At Aqua, a decidedly upscale root beer float is a signature dessert. Cheis layer small scoops of house-made root beer sorbet and sassafras-flavored vanilla ice cream, then pour on Thomas Kemper root beer. A crisp chocolate wafer and two chocolate straws top it off. The \$3 dessert is served with two homey, warm chocolate chip cookies.

In Lodi, Peter Knight takes a simpler approach. Knight owns the A & W in the town where the nation's first A & W root beer stand opened in 1919. Knight started working for A & W in 1972 and figures he's poured more than a couple of million

He starts with an ice-cold frosted mug right from the freezer. He pours the root beer first, down the side of the glass to prevent building up too much foam, then adds a scoop or two of locally made butterfat-rich vanilla ice cream.

The key is the ice cream, he says. "Refrain from using a cheap ice cream. It won't stand up to the sweetness and the vanilla of the root beer.'

A & W, the nation's top-selling root beer, has a wintergreen Hick and is not as heavy with vanilla or honey flavors as some of the gourmet brands. The crispness provides a sharp counterpoint for the ice cream, he says.

The balance between ice cream and root beer is the key at Aqua, too. Chef Michael Mina and pastry chef Jason Gingold tasted several root beers before deciding on Thomas Kemper. made by Pyramid Brewery in Berkeley.

"It's not too sweet," Mina says. "Sometimes root beer can be too sharp or too sweet, like a cream

The alternating scoops of sorbet and sassafras-flavored ice cream based on creme anglaise provide contrast.

Unfortunately, the mix is hard to duplicate at home. The root beer syrup used in the Aqua's sorbet is a commercial product, unavailable to consumers. In testing the accompanying recipe, we used Torani root beer syrup. which will be in markets next month. But with this syrup, the sorbet takes a long time to freeze. An alternative is to eliminate the sorbet entirely. That's not true to the Aqua recipe, but we found that the rich ice cream and the root beer alone made an outstanding float.

Knight will test his skills on a grand scale June 19 in Lodi when he and his crew attempt to make the world's biggest float.

Thomas Kemper Brewing Co. set the record in 1996, with a 2,166-gallon concoction. To smash the record, Knight will mix 400 gallons of ice cream and 2,100 gallons of root beer in a wine vat during a daylong celebration. The float is expected to serve more,than 20,000 people.

The event is free.

Advis. 252 California St. (at Bassen), San Francisco; (415, 455,0562), Lodi A & W. 216 E. Lodi Ave., Lodi; (20), 363-8543. Find Knight o A & W Web site at www.awrbotbeer.com

Kim Saverson

### AQUA'S ROOT BEER FLOAT

INGREDIENTS: ☐ Thomas Kemper root beer

INSTRUCTIONS: For each sewing, pour 2 ounces of root beer into a chilled pilsner glass or ice cream-float glass. Add aite matte a contra e c

# Farmers Market & Festival

- ▶ LCVB on Planning Committee
- Coordinated themes for each week
- LCVB managed event press releases
- High quality, fun local event
- Showcased community
- Variety of attractions and features
- 1500-2500 in aftendance each week

### DOWNTOWN LODI FARMERS MARKET & TESTIVAL It's the place to be!

Savor the tantalizing local abundance of fresh fruits, vegetables and flowers every Thursday night at the Farmers Market & Festival in Downtown Lodi. Each week features a fun and exciting festival theme, music and, a special salute to one of our local agricultural crops. Whatever the week or the theme – you can bet you'll have a great time at the Farmers Market and Festival.

The Farmers Market & Festival also features a variety of arts and craft vendors as well as an array of scrumptious foods. Experience shopping and dining in a quaint and unique atmosphere. It's the place to be!

Downtown Lodi Farmers Market & Festival every Thursday night from June 24 – September 9. Located on School Street in Downtown Lodi. For further market or vendor information contact the Downtown Business Partnership at 369-8052.



News-Sentinel file photo

anuel Lutz, of Lodi, hands some bell peppers to Luis Campuzano for weighing while shopping at the Lodi Farmers Market! Festival in July 1998. This years first market is scheduled for Thursday night.

### odi farmers market kicks off Thursday

Joanna Corman

s-Sentinel staff writer

he summertime farmers market kicks off rsday with a twist.

his year, the Saturday Lodi Export marthat ran on Main Street, and the city's rsday downtown market have merged.

We've combined the two farmers markets to make this one stronger, said Jerisen, executive director of the Lodi Connee and Visitor Bureau and a coordinator to market.

he event is now The Downtown Lodi ne arket and Festival, with different nes each week, activities for kids, arts crafts, bingo, food, music and entertaint.

What we're trying to accomplish here is to a family community evening event

where people can stop by after work with their families," said Cynthia Haynes, community promotions coordinator for the city of Lodi and a coordinator of the market.

All produce — ranging from bing cherries to a local specialty, the purple potato — will be fresh picked, according to the coordinators.

"It's important to support your local agriculture and local products," said Dave-Phillips, owner and proprietor of Phillips Farms, who is helping to coordinate the produce.

Expected to be about three times larger than last year's, the market runs for 12 weeks, from 5 to 8 p.m. on Thursdays, ending Sept. 9. Haynes said. It's located on School Street, between Walnut and Pine streets.

The market will showcase themes coordinated with produce and DJ music.

Cherries Jubilee marks opening night.

"Full Bloom," which highlights different produce on its Sunday TV show, will host a cherry cooking demonstration.

Festival-goers can enjoy everything from a wine-tasting blues night to a "peaches and cream" 1950's night, to a Latin night featuring the tomato.

Kids can jump on a Moonbounce, get tips for adopting pets from Animal Friends Connection, and watch karate demonstrations.

Local dance troupes will perform at the free event.

"What we're trying to do is pretty much show off the beauty of our revitalization project," Haynes said. "It's an opportunity for  $p\varepsilon$  ple to come downtown and see the beauty  $\varepsilon$ , the downtown."

For more information, call Lou van Buskirk, executive director of the Downtown Lodi Business Partnership, at 369-8052.

Sund(iy, Jun) 20, 1999

Jeff Hood, Lodi Bureau Chief E-mail: lodi1@sonnet.com Phone: 367-7427 Fax: 367-7432



Seniors LL3 Lodi Columnist LL3,4 Sound off LL2 Calendars LL2,3,4 Sound off Seniors

### nded Lodi farmers market debuts this week the street. It's not so sterile as the supermarket." support local farmers, you will no longer have a "I strongly believe that if the community doesn't vide a wider variety of products as well as children's activities, hot foods, arts and crafts, entertainment and a weekly theme, said Cynthia Haynes, Lodi downtown

By Reed Fulli Record Staff Writer

LODI - Everything you would expect from a farmers market and a little bit more are what organizers of the Lodi Farmers Market & Festival promise to bring to downtown Lodi beginning Thursday evening.

community."

projects coordinator. The kick-off event is dubbed "Cherries Jubilee." This year's downtown market also brings in sellers who may

> The produce and the farmers part of this, but we want this also to be a kind of social event," said are obviously the most important Jeri Hansen of the Lodi Con-

ference and Visitors Bureau.

iy that they grow what they sell, the weekly Thursday event will In addition to sellers who certiinclude noncertified stands to pro-

to both markets. The more ven-dors we get to participate, the more items we will be able to offer our customers," kets for Thursday night to try to get it to be bigger and more suc-cessful than we had in the past," of two farmers markets last year.
"We combined both of the marhave displayed their wares at one

ly hope the expanded market will draw more patrons to Lodi's recently refurbished downtown And while organizers admitted. business district, at least one past customer doesn't need to be sold,

said Ken Sasaki, general manager of Lodi Export Group and a for-

mer operator of the Lodi Export dors didn't have a chance to go Farmers Market. "A lot of our ven-

ward to it every year," said Mary Bagnell, owner of Miz M's clothing can hardly wait. I look forstore in downtown Lodi.

Bagnell said she appreciates the produce available.

when the produce is picked fresh that day," she said. "And there's the ambiance of shopping out on "The quality is so much better

Another benefit is being able to buy food directly from the person who grew it, Bagnell said. "It makes it a little more enjoyable somehow."

- Cathy Curlee,

That's an important point for Cathy Canlee, a Lodi flower grow-er who usually sells her crop through farmers markets in Sacramento, Davis and St. Helena but who plans to bring to the Lodi market sheaves of fresh-cut gladioluses, snapdragons, roses, spur "and some others that peo-ple have not even seen before." delphiniums, glorisa daisies, lark-Lodi flower grower

Modern transportation and retailing practices have separated

### At a glance

- What: Lodi Farmers Market & Festival
- When: Thursday nights

  Where: downtown Loth

  Information: Downtown
  - Lodi Business

Partnership, 369-8052

their goods, a trend Curlee consumers from the producers

dissolved communities. I strongly believe that if the community "Marketing in our world has

Please see MARKET, Back page

## Sandhill Crane Festival

- Steering Committee member
- LCVB managed media and marketing strategy
- Multi-agency community effort
- Featured event on LCVB Website
- Over 1200 attendees for 3 day event
- 80% from outside of SJ County

### Thank you to all who contributed toward the success of the 3rd Annual

### SANDHILL CRANE **FESTIVAL**

## 1999 Festival Sponsors and Supporters

Farmers and Merchants Bank of Central California

- · Lodi News-Sentinel ·
- · Sebastiani Winery ·
- The Inn at Locke House
- Kiwanis Club of Greater Lodi
- City of Lodi.
- Lodi Conference and Visitors Bureau
- Lodi Arts Commission
- Lodi Arts Center
- Lodi Unified School District
- Lodi-Woodbridge Winegrape Commission
- San Joaquin County Department of Parks and Recreation •
- East Bay Municipal Utility District (EBMUD) California Department of Fish and Game
- USDI Bureau of Reclamation •

## 1999 Sandhill Crane Festival Steering Committee

Bruce Forman Jay Bell Jeri Hansen Kathy Hieb Esther Milnes Ken Nieland Vicky Randall Bob Padden Nora Shellenbarger

Our sincere appreciation to the Festival presenters, tow Square staff and to the many participants who came to leaders artists exhibitors volunteers Hutchins Street enjoy the sandhill cranes... and the Lodl community



June 20, 1999 Contact: Jeri Hansen, Executive Director Lodi Conference & Visitors Bureau 209-365-1195

### Something for everyone as Sandhill Cranes return to Lodi

Lodi – The third annual Sandhill Crane Festival is slated for November 5-7, 1999 in Lodi. The festival celebrates the return of the elegant and often elusive Sandhill Crane, a threatened species, as well as over 100 different kinds of birds found in the region.

The three-day event features a variety of field trips and wildlife workshops including a Delta cruise and canoeing, a Raptor Ramble and expert-guided excursions through Lodi Lake, Cosumnes River Preserve, the new Stone Lakes and San Joaquin River Refuges, Grizzly Island Wildlife Area and the wild Sacramento Bufferlands. Transportation will be provided for most trips and, tours will be customized for beginning birders and those more advanced in avian appreciation.

The festival also features family and children's programs and exhibits such as a hands on "Cranium," live bats and bird of prey programs, origami, a crane fine art show and children's art show, videos, and a giant crane maze.

Special guest speakers include Kent Clegg, who is nationally known for leading his family of sandhill and whooping cranes on an 800 mile migration using an ultralight aircraft; and David Yee, expert Central Valley birder and co-founder of the Central Valley Birding Club.

The crane species is a living relic of ancient times. Early fossils date back 40 million years and Sandhill Cranes are thought to be at least 8 million years old. With their distinct red crown, majestic size (five feet tall with a seven foot wing span), rhythmic formations, haunting calls and amusing dances - these birds are among the most popular species for viewing in the world.

The third annual Sandhill Crane Festival takes place at Huton his Street Square in downtown Load. General admission is free to vouth under 18, 55 for adults or 58 for the weekend; tours fees are additional . Advance registration is nightly recommended, as space is limited Contact the Lodi Conference & Visitors Bureau at 209-365-1193 or 800-798-1810 for turtner event information on visitor indulties.



August 20, 1999 Contact: Jeri Hansen, Executive Director Lodi Conference & Visitors Bureau 209-365-1195

### Artists invited to celebrate return of Sandhill Cranes

Lodi – Artists are being invited to participate in the third annual Sandhill Crane Festival Art Exhibition, slated for November 5-7, 1999 in Lodi. The festival celebrates the return of the elegant and often elusive Sandhill Crane, a threatened species, as well as over 100 different kinds of birds found in the region.

The theme of the 1999 Sandhill Crane Festival Art Exhibition is the flora and fauna of the wetlands of Central California, the habitat of the Sandhill Crane and, other migratory fowl.

The art exhibition is open to all artists living in Northern California and each artist may enter one or more works. Artists may also sell their work during the event. Art works for the exhibition will be selected through a jury process based on artistic merit. All visual art forms are welcome. For further art exhibition information, contact exhibition coordinator Nora Shellenbarger at 209-745-1722.

The three-day event features a variety of field trips and wildlife workshops, as well as family and children's programs and exhibits. Special guest speakers include Kent Clegg, who is nationally known for leading his family of sandhill and whooping cranes on an 800 mile migration using an ultralight aircraft; and David Yee, expert Central Valley birder and cofounder of the Central Valley Birding Club.

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The third annual Sandhis, Crane Festival takes but elar Hurtin his Street Square in downtown upp. General admission is free to youth under 18, 85 for adults or 88 for the weekend incurs fees are additional. Advance registration is not not recommended, as space is limited.



August 20, 1999 Contact: Jeri Hansen, Executive Director Lodi Conference & Visitors Bureau 209-365-1195

### Kids and families to celebrate return of Sandhill Cranes

Lodi – The third annual Sandhill Crane Festival is slated for November 5-7, 1999 in Lodi. The festival celebrates the return of the elegant and often elusive Sandhill Crane, a threatened species, as well as over 100 different kinds of birds found in the region.

The festival features a wide variety of family and children's programs and exhibits. Kids can have fun in the "Crane-ium," a room packed with activities, nature games, art projects and learning centers and, explore the anatomy and behavior of birds through the "A Bird Can Fly and So Can I, Except That...." educational program. In addition, kids and families will be treated to captivating story telling by Lodi Librarian Dorothy Maas, face painting, a children's art show, videos, and live bat and bird of prey programs.

Participants are also invited to make origami cranes for the August Women's Peace event. Each specially made crane will then travel to Japan and be on display at the 1,000 Cranes Festival in Hiroshima Peace Park.

The three-day event also features a variety of field trips and wildlife workshops including a Delta cruise and canoeing, a Raptor Ramble and expert-guided excursions through Lodi Lake, Cosumnes River Preserve, the new Stone Lakes and San Joaquin River Refuges, Grizzly Island Wildlife Area and the wild Sacramento Bufferlands. Transportation will be provided for most trips and, tours will be customized for beginning birders and those more advanced in avian appreciation.

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September 20, 1999 Contact: Jeri Hansen, Executive Director Lodi Conference & Visitors Bureau 209-365-1195

### It's a bird <u>and</u> a plane! Wildlife adventurer featured at Sandhill Crane Festival

Lodi – Tickets are on sale now for a feature presentation by renowned wildlife researcher and adventurer Kent Clegg during the third annual Sandhill Crane Festival, November 5-7 in Lodi.

Mr. Clegg is best known for his work with Sandhill Cranes and endangered Whooping Cranes. Clegg developed a method of "imprinting" cranes on humans for the purpose of migrating behind an ultralight airplane. The method he developed was a huge success and, in a birdlike ultralight plane, Clegg led his family of Sandhill Cranes and Whooping Cranes on a dramatic journey of 800 miles. The movie "Fly Away Home" was partially based on his work and research. Mr. Clegg will share his extraordinary experience and his research during his presentation.

Mr. Clegg's presentation takes place on Saturday, November 6, at Hutchins Street Square. Tickets for the feature presentation are \$5. The three-day event features a variety of field trips and wildlife workshops for the beginning birder and those more advanced in avian appreciation. The festival also features family and children's programs and exhibits, as well as a fine art show. General admission to the event is free to youth 18 and under, \$5 for adults and \$8 for the weekend (tours fees are additional, as is the feature presentation).

The crane species is a living relic of ancient times; early fossils date back 40 million years and Sandhill Cranes are thought to be at least 8 million years old. Sandhill Cranes, with their distinctive red cap, gray plumage and impressive size, are noted for their elaborate dances, graceful flight and prolonged, mournful cries. The Lodi Delta area is in the middle of the Pacific Flyway and is the winter name of the Sandhill crane. The cranes generally arrive in mid-October and stay through March.

For further event or ticker information is have call the Sandh E Crane Festival hotling at 209-368-6444. Advance registration is night or recommended, as space is limited.



Sandhill Crane Festival

Start: Immediately Stop: November 8, 1999

Contact: 209-368-6444

### ATTENTION!

The unique and haunting Sandhill Crane call may be downloaded as a WAV. File by visiting www.visitlodi.com and clicking on <u>Sandhill Crane Festival</u>. Use this distinctive audio to introduce or conclude the PSA spots below.

### 15-Second Audio

DON'T MISS THE THIRD ANNUAL SANDHILL CRANE FESTIVAL
AT HUTCHINS STREET SQUARE IN LODI
FRIDAY, NOVEMBER FIFTH THROUGH SUNDAY NOVEMBER SEVENTH.
WORKSHOPS, FIELD TRIPS AND TOURS
CHILDREN'S GAMES AND ACTIVITIES
SPECIAL FINE ART SHOW
CALL 368-6444 FOR EVEN'T INFORMATION AND TICKETS!

÷ # #

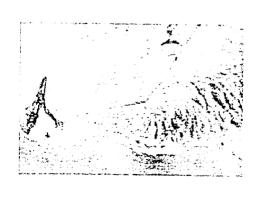
### 30-Second Audio

THE CRANES RETURN TO LODI FOR THE SANDHILL CRANE FESTIVAL AT HUTCHINS STREET SQUARE FRIDAY NOVEMBER FIFTH THROUGH SUNDAY NOVEMBER SEVENTH WORKSHOPS, TOURS AND FIELD TRIPS CHILDREN ACTIVITIES AND FAMILY PROGRAMS SPECIAL FINE ART SHOW SPECIAL FEATURE PRESENTATION. "IT'S A BIRD AND A PLANE!" BY RENOWNED WILDLIFE ADVENTURER KENT CLEGG ON SATURDAY. HURRY AND RESERVE YOUR SPOT! CALL 368-6444 NOW FOR TICKETS AND INFORMATION."

= = =



# FIFT SEPTEMENT OF



Hear the Cranes! A RealAudio® Experience \*See Below

Sandhill Crane Festival Trivia Contest: The first person to submit a correct, or most nearly correct, answer to the following question to darrellm@softcom.net will receive a \$15 gift certificate from Tom's Used Books, 108 N. School, Lodi

The third annual Lodi Sandhill Crane Festival, slated for November 5-7 at Hutchins Street Square in Lodi, celebrates the return of the element and often elusive Sandhill Crane, a threatened species, as well account from different kinds of birds found in the region.

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Participants are also invited to make origami cranes for the August Women's Peace event. Each specially made crane will then travel to Japan and be on display at the 1,000 Cranes Festival in Hiroshima Peace Park.

All Northern California artists are invited to submit their work to the 1999

### 3<sup>RD</sup> ANNUAL SANDHILL CRANE FESTIVAL OPENING RECEPTION FRIDAY, NOVEMBER 5<sup>III</sup>, 1999 6:00 p.m. — 8:00 p.m.

HOLCHINS STREET SCOUNDE - 125 SOUTH HOLCHINS STREET, LODI

FINE ARI SIIOW

MIXIR WINE LASING HORS D'OLUMRIS

PLEASE RSVP BY NOVEMBER 2" 10 209.368.6444



November 19, 1999

Jeri Hansen, Executive Director Lodi Conference and Visitors Bureau 1420 South Mills Avenue, Suite K Lodi, California 95242

Dear Jeri.

The 1999 Sandhill Crane Festival Steering Committee recently met to wrap up this year's event. By all measures the Crane Festival was a success, reaching well over 1000 participants who enjoyed the Festival's tours, exhibits, programs and presentations.

Your sponsorship of this year's Sandhill Crane Festival was genuinely appreciated. Thank you! With your support the Crane Festival Steering Committee was able to provide a variety of activities and ensure a quality experience for the individuals, families and groups in attendance.

The Steering Committee has been committed to a number of objectives which I have included as an attachment. Every objective for the Crane Festival was achieved and we look forward to continued success and improvement in the future. The mission of the Festival - to increase public awareness, appreciation and conservation of Sandhill cranes and other Central Valley wildlife - was well-served by the 1999 event. Among the results:

- over 60 nature tours with over 900 tour registrants
- **2**0 educational family programs, children's activities and presentations
- 17 exhibits representing local, state and federal agencies, area non-profits and commercial exhibitors
- art exhibit and reception featuring work inspired by cranes and other wetland species
- performances reflecting the influence of cranes on art and culture
- cooperation among several local, state and federal agencies in Festival planning and implementation
- promotion of the local economy through wildlife-related tourism
  - 86% of registrants were from outside Lodi
  - 73% of registrants were from outside San Joaquin County
  - virtually *all* visitors from outside the area engaged in local commerce (restaurants, gas. lodging. shopping)
- a high level of participant satisfaction as registered by survey respondents

The financial bottom line is critical to the success of any activity, no matter how interesting, exciting or inspiring the program. From this standpoint I am pleased to report that the 1999 Sandhill Crane Festival achieved its financial goals, meeting all expenses and establishing a fund to assure that the 2000 Sandhill Crane Festival planning can begin on a solid financial footing.

None of this would have been possible without your support. Again, and on behalf of the entire 1999 Sandhill Crane Festival Steering Committee, thank you.

Sincerely

Kenneth C. Nie'and Steering Committee Chair

1999 Sanon Orane Festiva

Care Many bary of the wife of the

A feature in the more way in dwarfeath, appreciation and appreciation of dand filters against the Central Ventral and the



March 2, 2000

Jeri Hansen, Executive Director Lodi Conference and Visitors Bureau 1420 South Mills Avenue – Suite K Lodi, California 95242

Dear Jeri,

On behalf of the Sandhill Crane Festival Steering Committee, thank you very much for the considerable time and energy you dedicated toward success of the 1999 Sandhill Crane Festival.

1999 marked the third year for this event, which provided a quality experience for participants and a wonderful opportunity to welcome guests to our community. Through programs, tours, exhibits and special presentations, the Sandhill Crane Festival engaged these guests in enjoyable, educational experiences that advanced the Festival mission to increase public awareness, appreciation and conservation of sandhill cranes and Central Valley wildlife.

None of this would have been possible without the support of many organizations and individuals. Your commitment to the Sandhill Crane Festival, as a member of the SCF Steering Committee and through coordination of Festival publicity, was critical to the success of the event. Appreciation for your efforts is shared by all who worked with you ... and by those who came to Lodi to enjoy the sandhill cranes and our community.

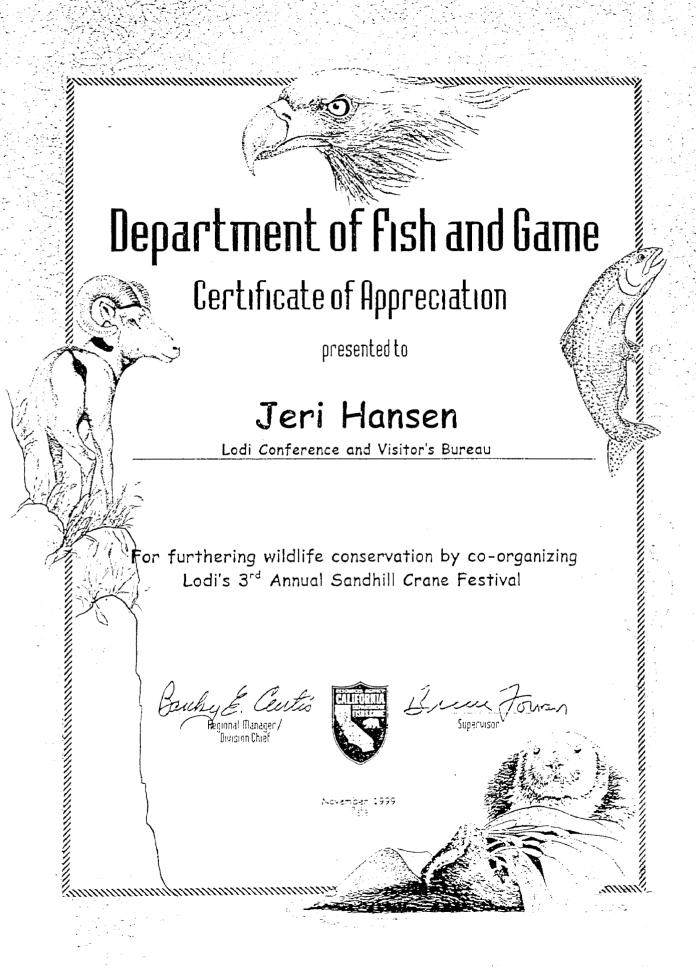
Once again, thank you for being such a major part of the 1999 Sandhill Crane Festival.

For the SCF Steering Committee, sincerely,

Kenneth C. Nieland

1999 SCF Steering Committee Chair

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### Industry Memberships

- Western Association of Conference & Visitors Bureaus (WACVB)
- California Travel Industry Association (CalTIA)
  - Association of the CA Division of Tourism
- Central Valley Tourism Association (CVTA)

### Industry Involvement

- CA Travel Market (CalTIA) trade show for travel buyers, and travel writers (1999 & 2000)
- CA Conference on Tourism (1999 & 2000)
- WACVB Annual Meeting (1999 & 2000)
- WACVB Membership Roundtable
- CA Rural Tourism Conference
- Tourism panel member
- UC Small Farm Center Ag Tourism Working Group Member

## March 7, 2000



Mark Chandler
Executive Director
Jeri Hansen
Lodi Conference & Visitors Bureau
1420 South Mills Avenue, Suite K
Lodi, CA 95242

### Dear Mark:

916.443.3703

S

SACRAMENTO,

0

On behalf of the Board of Directors and members of the California Travel Industry Association (CalTIA) and our California Tourism (CalTour) partner, we would like to thank you for your generous sponsorship of the 2000 California Travel Market (CTM) held February 8-11, 2000, in San Jose

The 2000 CTM was a spectacular success and your participation helped ensure this event's future! The 2000 CTM experienced a 12 percent growth of buyer delegates with buyer and press participants representing 15 countries, and 119 exhibiting organizations representing all of California. Santa Monica and Palm Springs will be our host cities February 19-22, 2001.

Thank you again for your contribution. It demonstrates, once again, your willingness to support the efforts of CalTIA and CalTour, and is genuinely appreciated.

Sincerely,

Michael Gallagher Michael Gallagher CTM Co-Chair CalTIA Board Member

Caroline Beteta Caroline Beteta CTM Co-Chair Diane Paskerian Diane Paskerian Sponsor Chair

MG/CB/DP:tt



# Thanks To Our 2000 California **Travel Market Sponsors**

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# Our Thanks to the Generous California Travel Market Sponsors

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Wine for Tuesday Educational Luncheon

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Caliterra

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Cilurzo Vineyard & Winery
Filsinger Vineyards & Winery
Hart Winery
Keyways Vineyard & Winery
Maurice Car rie Winery
Sount Palomar Winery
Santa Margarita Winery
Staart Cellars

Temecula Crest Winery Thornton Winers

Van Roekel Vinevards & Winery

Wednesday Lunch Table Gift Furron de España, honey almond crunch bars:

Wednesday Afternoon Energy Break California Ski Industry Association Closing Reception Blue & Gold Fleet PIER 39

Wine at Wednesday Reception and Dinner Santa Clara Valley Wine Growers

Association Cooper Garrod Vineyards Emilio Guglielmo Winery Fellom Ranch Vineyards

Fortino Winery
Hecker Pass Winery
J. Lohr Winery
Jory Winery

Kirigin Cellars Mirassou Champag

Mirassou Champagne Cellars

Mirassou Vineyards Pedrizzetti Winery Picchetti Winery Rapazzini Winery Sarah's Vineyard Solis Winery Sycamore Creek Vineyards

Thomas Krause Winery Troquato Vineyards Zanger Vineyards at Casa de Fruta

Closing Dinner and Entertainment San Jose Convention & Visitors Bureau

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San Jose Convention & Visitors Bureau

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Wild Bill's Wild West Dinner Extravaganza

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Pacific Park on the Santa Monica Pier Santa Barbara Conference & Visitors Bureau

Viejas Casino & Turf Club Viejas Outlet Center Yosemite Concession services

### Western Association of Convention & Visitors Bureaus

1730 I Street, Suite 240, Sacramento, CA 95814-3017

**9** 916.443.9012 **()** 916.443.8065 **()** info@waevb.com

September 16, 1999

Ms. Jeri Hansen Executive Director Lodi Conference & Visitors Bureau 1420 South Mills Avenue, Suite K Lodi, CA 95242

Dear Jeri:

Congratulations, you have been selected as a recipient for a 1999 WACVB educational scholarship, sponsored by the Western Association of Convention & Visitors Bureaus! The members of the Scholarship Committee join the Board of Directors in offering their congratulations to you.

The scholarship is for attendance at the 1999 WACVB Annual Meeting, October 14-17, at the 'Hotel Capitain Cook in Anchorage. The scholarship includes Annual Meeting registration, travel, three nights of lodging, and group meals during the meeting. A copy of the Annual Meeting brochure is enclosed for your review and use.

Please check flight schedules and contact me with your desired flight dates and times. If Alaska Airlines services your destination, your carrier will be Alaska Airlines (www.alaskaair.com). WACVB staff will have your roundtrip airline ticket forwarded to you under separate cover. Your room reservation at the hotel will be listed under your name. The reservation covers room and tax charges only (incidentals such as telephone calls are not included). If you wish to stay more than three nights in Anchorage, the extra night(s) are your responsibility.

Also, please complete an Annual Meeting registration form and send it to the WACVB office. If you wish to go on the Sunday cruise, please send the cruise fee along with your registration form.

If, for any reason, you are unable to participate in the scholarship program through attendance at the Annual Meeting, please contact me immediately at (916) 443-9012.

Again, I am pleased that you have been selected for this Association-sponsored scholarship, and look forward to seeing you in October at the Annual Meeting.

Sincerely

Teresa Stephenson

Executive Director

TS:me

Enclosure

# Scholarship Recipients at Annual Meeting

ACVB's scholarship program enables CEOs and staff members of member bureaus to attain a higher level of performance and industry knowledge by participating at the Annual Meeting.

Three scholarship recipients attended the mid-October Annual Meeting in Anchorage.

Congratulations to this year's scholarship program recipients:

Jeri Hansen, Executive Director, Lodi (CA) CVB; Janet Jones, Group Sales Manager, Carson City (NV) CVB; and Tanna McTee, Sales Manager, Ogden/Weber (UT) CVB.

The purpose of the scholarship program is to assist bureaus with the cost of offering quality professional develop-

ment opportunities and continuing education to their staff and CEOs, thereby raising the level of professionalism in our industry.

Thanks to Meeting News for its support of this year's scholarship program. ▼



Scholarship recipients at the Annual Meeting in Anchorage—(left to right) Tunna McTee, Jeri Hansen, and Janet Jones.



August 22, 1999

Geri Hansen Lodi Woodbridge Winegrape Commission 1420 South Mills Avenue, Suite K Lodi, CA 95242

Dear Geri:

Thank you for donating the scrumptious gift basket for the drawing at our Annual Installation and Awards Reception.

All in all, the event was a great success, largely because of the many individuals and organizations ready to lend their support. We appreciate the role you played in helping us install our new officers and honor those who promote tourism in our community.

Sincerely yours,

Ann Sternal

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Executive Director

Let's talk soon about alaska!



September 29, 1999

Jeri Hansen Executive Director Lodi Conference & Visitors Bureau 1420 South Mills Avenue, Suite K Lodi, CA 95242

Dear Jeri,

The first California Rural Tourism Conference in recent history has been completed and by all accounts seems to have been a big success...due in large part to your participation.

I can't begin to thank you for taking time out of what has to be a busy schedule to participate in the conference and make a presentation at one of our sessions. The feedback I've heard from those in attendance was that each and every session was a valuable experience. The most frequent comment was that the sessions were specific and to the point, with material presented that can be used in a very practical manner.

I hope you enjoyed the time you spent with us and in Palm Springs, and that you will return again some day soon.

333 N. Parth Conyon St.

Warmest regards,

T999 Conference Chair

Suita 114

Bill Clawson

Point Springs, CA 92262

Telephone 763-773-8415

÷: 750-323-3021

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To Pea 80040741056



November 12, 1999

Jeri Hansen Executive Director Lodi Conference & Visitors Bureau 1420 S. Mills Ave, Suite K Lodi, CA 95242

Dear Jeri:

On behalf of the CalTIA Board of Directors and Rural Tourism Conference Planning Committee, we extend our sincere appreciation to you for speaking at the 1999 California Rural Tourism Conference on Tourism, held September 26 & 28 in Palm Springs, California.

As you well know, speakers play an important role in the overall program. Thanks to your participation, this year's Rural Tourism Conference was a resounding success. Your presentation was well received by conference attendees, who expressed great satisfaction on an outstanding event. Enclosed, for your review is a summary of the attendee conference evaluation. You'll find that the conference delegates were pleased with this year's event.

We thank you again for contributing your time and expertise. It is because of dedicated professionals such as you that associations such as CalTIA are able to continue to be of service to their members.

i/ (!/.

Bill Clawson

1999 Conference Chair

Terri Taylor-Solorio, CMP CalTIA Executive Director



### Jeri Hansen

Jeri Hansen is Executive Director of the Lodi Conference & Visitors Bureau (San Joaquin County). The bureau was created in 1998, through a partnership between the city of Lodi and the Lodi-Woodbridge Winegrape Commission, to promote the area's wine-related tourism, attractions, events, and facilities through tourism marketing and collaboration with community and business organizations, recreation associations, and cultural service organizations. Prior to her appointment

with the Lodi CVB, Hansen was Program Director for the San Joaquin Farm Bureau, responsible for agricultural policy issues relating to land use, water, and environmental affairs, and the development and implementation of the Farm Bureau's media relations and agricultural education programs. She previously held positions in exhibit and program management within the fair industry. Hansen is a member of the Agri-Tourism Working Group through the University of California's Small Farm Center, whose central mission is to carry out applied research and educational activities in support of agri-tourism; the Public Relations Director for California Women for Agriculture, which focuses on legislation, education, and public relations for the agriculture industry; and on the University of California President's Advisory Commission for the Department of Agriculture and Natural Resources. Also active in the Lodi community, she recently helped develop the Lodi chapter of the Wine Brats, a national wine enthusiast and education organization. Hansen holds a degree in agriculture business management and agriculture policy from Cal Poly San Luis Obispo.



### Eileen Hook

California Tourism's Rural Tourism Liaison, Eileen Hook, coordinates the California Countryside grant program by assisting rural communities with development of tourism potential and promotion, and tracking of trends in the rural tourism field. She also serves as the California Tourism Director's Alternate to the California Roundtable on Recreation, Parks, and Tourism. Additionally, Hook is Research Analyst for California Tourism, analyzing tourism statistics—demographics,

economic factors, visitor volume and expenditures, and trends in the tourism and travel industry—for both domestic and international visitors to California. Previously, she worked for many years as a State Park Interpreter for the California Department of Parks and Recreation. While in that position she developed interpretive plans for visitor centers and exhibits, and prepared general plans for wide variety of State Parks. Hook holds a bachelor of science degree in recreation and park administration, with a specialization in environmental interpretation, from CSU Sacramento.

# APRIL 1999 VOL. 23, NO. 4 S4.00 S4.00

THE INDEPENDENT MAGAZINE FOR ASSOCIATIONS

# Inside This Issue

# People & Places

Jeri Hansen has been named executive director of the new Lodi Conference & Visitors Bureau in Lodi, California



## Publisher's Letter

Computer systems should be subject to the same evaluations as employees.

# The Working World

Vily your position should be more from what's in your job description.

# Destination:

# California's Inland Empire

From mountains to its own wine country, this region of California has much to offer state and regional associations.

# WCAE '99 Special Section

The final program for this year's conference in St. George, Utah, along with nates on other events for associations based in the West. 13

# Resource Directory

Convention and visitors bureaus are the focus of this month's directory.

## Western Calendar

Upcoming industry gatherings for association executives. 25

## Publicly Speaking

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### New Technologies

Terrer e miguner de **27** 

# Convention Planner

Ense, Linke, Relating, California and Lane County, Oregon peoles and association meetings and contention



by Barbara Beckley

ong before any other place in the American West, the territory we now call Washington and Oregon was attracting travelers. Early in the 16th century, the search for the Northwest Passage—a water route to the Pacific and the Far East—lured Spanish and British seamen to the area. Today, the scenery in Washington and Oregon is still spectacular, but the amenities have definitely improved. With meeting facilities of all sizes dotting the landscape, the Pacific Northwest offers state and regional association meeting planners safe passage to success.



# SEATTLE: A RENAISSANCE CITY

Scottle has an arran or new attractions. New 3 more incomercial to the Benaroya Hill (\$2.5) as the mass of the Control of Soperation (\$5.4) and the Control of South (\$5.5) million (\$5.5) as the February of the South as the February (\$5.5) as the Februa

The sandstone cliffs of Cape Kiwanda on the Oregon coast are idea, for whale watching in the spring and storm watching in the winter (top), while Pike Place Market is practically synanymous with Seattle (bottom).



# OFFICE OF THE GOVERNOR

October 1, 1999

Jeri Hansen
Executive Director
Conference and Visitations Bureau
1420 South Mills Avenue, Suite K
Lodi, CA 95242

Dear Jeii:

It was nice to see you. I look forward to working with you on issues pertinent to the Central Valley and will be available to discuss any potential concerns.

If I can be of any further assistance, do not hesitate to contact me at my office.

Sincerely,

Chad Condit

Assistant to the Governor

# ECONOMIC IMPACT OF CALIFORNIA WINE

AN MKF RESEARCH REPORT

Sponsored by







CALIFORNIA ASSOCIATION OF WINE GRAPE GROWERS

January, 2000

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## **HIGHLIGHTS**

# full economic impact\* of wine on the california economy $\$ 33 \ Billion$

# The Number 1 Finished Agricultural Product from California (retail value)

Number of Wineries	847			
Number of Grape Growers	4,400			
Full-time Equivalent Jobs	145,000			
Wages Paid	\$4.3 billion			
Wine Produced (750ml Bottles)	2.6 billion			
Retail Value of California Wine	\$12.3 billion			
Wine Sales Growth Rate (Compound Annual Rate 1994-1999)	12%			
Tourism Expenditures	\$1.2 billion			
Number of Visitors	10.7 million			
Taxes Paid (California Total)	S1·billion/S3.1 billion			
Charitable Contributions	S62 million			

<sup>\*</sup> Sum of total spending

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### WINE CONSUMPTION AND PRODUCTION

Table 1.8

The Top Ten Counties in Number of Wineries.

County	Number of Wineries		
Napa County	232		
Sonoma County	172		
San Luis Obispo County	63		
Mendocino County	41		
Santa Cruz County	35		
Santa Barbara County	35		
Monterey County	23		
Alameda County	22		
Fresno County	19		
Amador County	18		
Top Ten Counties	660		
All Other Counties	187		
Total in California	847		

Source: MKF Research.

Wineries mean tourists. (This linkage is quantified in Appendix 3.0.) Napa County has the most wineries of all the counties in California, and this large number of wineries within a concentrated area makes Napa a worldwide tourist destination. The wine industry in Napa County has created opportunities for restaurants, spas, and resorts. Further, the high concentration of smaller wineries creates additional employment from services provided to business travelers working with the wine industry, and the spillover benefits to Napa County are enormous. The county with the second largest number of wineries is Sonoma County, which also has the second most winery tourists in California. Pockets of other counties also benefit substantially from wine industry related tourism. For example, Stanislaus County has a smaller number of wineries than Napa and Sonoma, however, those few wineries in the county are all very large and also attract large numbers of business travelers who contribute to the impact on tourism. The 847 wineries in California attract 10,700,000 tourists who spend \$1,200,000,000 in California each year.

### Distribution of Capacity

The size of the wineries in California is distributed over a broad spectrum. There are a very large number of small family-owned wineries, distinguishing California wine as a cottage industry. Over 60% of the wineries produce less than 25,000 cases, and 92% produce less than 100,000 cases.

There are also a number of larger, publicly-owned companies. Wineries traded on the NASDAQ stock exchange include Beringer Wine Estates, Robert Mondavi Corporation, Chalone Wine Group, Ravenswood Winery, R.H. Phillips, and Golden State Vinners. Other California wine brands are part of larger publicly-owned conglomerates. For example, Canandaigua Brands owns many wine brands,

MKF RESEARCH - 11-

# **ECONOMIC IMPACT OF CALIFORNIA WINE**

# GRAPE CULTIVATION

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## Distribution of Grape Sales Revenues in California

The total dollars from grape sales increased 140% from 1988 to 1998.

Table 2.5

Top Ten Counties in Grape Sales Revenue.

County	Total Sales in 1988	Total Sales in 1998	
Sonoma County	\$81,366,146	\$230,518,333	
San Joaquin County	113,778,871	222,080,668	
Napa County	97,935,116	195,103,220	
Monterey County	57,002,448	168,970,808	
Fresno County	51,804,565	110,649,083	
Madera County	56,084,493	105,506,571	
Mendocino County	21,567,824	83,155,493	
Kern County	41,078,012	81,822,377	
Sacramento County	13,770,544	76,578,697	
San Luis Obispo Co.	14,969,308	70,183,017	
Top Ten	549,357,332	1,344,568,273	
Total California	\$666,476,565	\$1,598,613,654	

In the past ten years, the value of the California wine grape crop increased 140%. The total value of Sonoma County wine grapes is the highest for any county in California. The total value of Sonoma County grapes increased 183% from 1988 to 1998. This change is driven by two factors: Sonoma County has significant vineyard planting and the county grows grapes for the highest price segment of the wine market. Due to the high price of grapes from the coastal counties, Sonoma is able to obtain very high total dollars from fewer acres planted. As with acres and tons, the top ten counties in terms of grape sales revenue account for over 80% of the farming income from wine grapes. Appendix 2.2 details returns for all the counties growing wine grapes.

## Count of Growers by Acreage Size Group

Appendix 2.3 shows total acreage by farm size for each county. For example, in Alameda County, individuals whose total holdings fall between 5 and 25 acres farm 178.6 acres of wine grapes. Throughout the State of California, the largest group (140,703 acres) of wine grape growers is those that farm more than one thousand acres. The next largest group is wine grape growers that farm between 500 and 1.000 acres, accounting for 76,425 acres. Appendix 2.3 also spotlights the fact that there are a large number of smaller wine grape growers. For example, Mendocino County is a significant wine grape-growing region, but it does not have a single entity that farms more than 1.000 acres. This dichotomy is primarily due to the fact that in regions where the average price per ton is lower, higher production levels and acreage are required to operate efficiently and profitably.

MKF RESEARCH - 19-

# **Economic Impact of California Wine**

Tourism Statistics

	Number (Millions) Winery Tourist Winery Wi									
County		Number of Tourists	Winery Tourists	Expenditures	Winery Tourist Payroll	Winery Tourist Employment (jobs)	Winery Tourist Local Taxes	Winery Tourist State Taxes		
Napa County	232	5	5,000,000	437,176,000	90,312,000	6,672	11,000,000	19,792,000		
Sonoma County	172	5.2	2,000,000	201,858,462	34,833,077	2,555	3,712,692	9,476,923		
San Luis Obispo County	63	5.8	696,000	100,220,400	16,931,200	1,138	1,897,200	4,437,600		
Mendocino County	41	1.8	450,000	94,865,000	16,432,500	1.238	1,575,000	4,335,000		
Santa Cruz County	35	2.6	230,000	41,963,200	8,120,800	526	895,200	1,746,400		
Santa Barbara County	35	8.5	680,000	77,212,000	14,170,400	916	1,871,200	3.243.800		
Monterey County	23	6.6	264,000	46,663,500	7,780,200	542	1,223,100	2.011.200		
Alameda County	22	6	400,000	43,146,800	9,037,600	530	704,800	1,386,000		
Fresno County	19	4.4	48,400	9,117,240	1,436,600	107	147,510	353,710		
Amador County	13	3	50,000	11,759,000	1,805,000	133	116,000	543,000		
El Dorado County	17	4.1	41,000	7,054,700	1,195,900	99	122,000	320,800		
Riverside County	16	15.3	195,000	10,360,680	1,705,890	119	190,020	487,710		
San Joaquin County	14	3.3	66,000	8,600,600	1,279,000	100	110,800	392,200		
Santa Clara County	12	9.7	29,100	5,756,840	1,132,940	85	140,440	232,400		
San Diego County	11	30.4	51,680	10,055,636	1,954,507	120	235,603	403,000		
San Mareo County	11	1.9	40,000	8,411,760	4,352,200	131	181,600	323,680		
Humboldt County	8		20,000	3,265,000	526,700	40	45,000	164,700		
Marin County	8		20,000	2,216,050	465,350	23	37,100	93,300		
Los Angeles County	7		20,000	1,324,460	292,677	13	26,455	41,685		
Nevada County	7		20,000	1.243.850	203,700	17	14,550	60,650		
San Benito County	7		20,000	926,700	133,400	9	13,400	42,300		
Ventura County	7		20,000	2,422,530	421,890	27	38,700	169.230		
Yolo County	7		20,000	1,035,450	156,050	12	12,850	43,900		
Lake County	6		20,000	1,187,350	194,650	15	11,650	57,350		
Calaveras County	6		20,000	1.018.800	153,200	12	7,550	43,300		
Kem County	6		20,000	758,990	114,250	9	11,220	33,390		
Mariposa County	7		50,000	293,040	53,140	4	6,650	12.020		
Solano County	4		10,000	331,220	53,950	5	4,580	15.300		
Tulare County	4		10.000	406,550	60,080	5	5,810	19,140		
Stanislaus County	4		000.01	335,760	43,720	4	4.500	16.340		
Butte County	3		10.000	285,310	42,640	3	2.990	13.370		
Tuolumne County	3		10,000	266,400	43,260	3	2,490			
Madera County	2		10,000	229.950	34,750	3		10.720 10.570		
•	2		50.000	4,322,430	704,200		3,320			
Sacramento County	2					50	93.205	195,535		
San Bernardino County			10,000	693,613	108,012	8	9,825	31,443		
Contra Costa County	1	-	40,000	2,015,525	382.700	37	39,400	96.625		
Glenn County	1		2.500	50,220	7,020	1	570	2.610		
Lassen County	1		2.500	74,220	11,630	1	780	3.560		
Merced County	ţ		2,500	117,075	15,545	1	1,295	6.370		
Modoc County	1		2.500	29,630	4.250	0	310	1.530		
Placer County	ι		10.000	671,390	117,830	8	9,440	27,100		
Shasta County	1		2.500	191,855	29,430	1	2,595	9,165		
Trinity County	t		2,500	90,080	13.030	1	740	4,500		
Yuba County	1		2.500	103.050	14,570	i	780	5.010		
San Francisco Count-	0		(a)	3,4*3,865	433,260	24	90,935	73,495		
Totals	94-	139.3	10.678.680	1,193,502,235	217,534,743	. 15.343	24,521,855	50,751,131		

<sup>(4)</sup> According to the San Francisco Convention and Visitors Bureau 27 percent of the visitors to San Francisco also visit wine country.

MKF Research Appendix 3.0

# **ECONOMIC IMPACT OF CALIFORNIA WINE**

### SUMMARY

The preceding report amply demonstrates that the full economic impact of the California wine industry is tremendous, totaling \$33 billion dollars in spending. The magnitude of this impact highlights several important wine industry attributes.

Wine is California's most valuable agricultural product. It is a highly capital intensive industry that requires significant human and physical resources to deliver the finished product to the consumer. From vineyard development and grape cultivation to the sale of wine through the three-tier system, the production and ultimate sale of wine is a highly complex process that involves numerous suppliers, distributors and service providers throughout the value chain, compounding the economic impact. The high degree of physical assets required generates significant investment in property, facilities, and equipment and increases overall financing and tax revenues generated by the industry. As a branded consumer product that is integrally tied to *terroir*, consumers frequently become tourists. Moreover, some loyal consumers even become investors in publicly traded wineries. The unique aspects of the California wine industry have far-reaching economic impacts.

As the California wine industry continues to grow and mature, its structure will inevitably change over time. The nature of the industry will also be affected by changes in its operating environment, from the emergence of the internet to shifting demographics and consumption patterns. While the ultimate impact of any potential changes in the dynamics of the California wine industry cannot be predicted, the full economic impact of the industry on the State of California will undoubtedly continue to be important. Armed with the extensive knowledge provided by this report, key government officials and industry advocates can protect the health of the California wine industry and ensure that the significant economic benefits it provides continue unabated in the future.

MKF RESEARCH - 33-

MOSPITATIONS PROPERTY OF SIVE The Disappearance of Henry Moreno Travel: Touring and Tasting in the Other Wine Regions Fabulous Kitchens

# dining

CAFÉ LUNA-Tucked back, as it is, off Placerville's Main Street in a quiet courtyard, you would never know Café Luna existed. This attractive establishment is one of Placerville's best kept dining secrets. The moss-green walls of this restaurant are enlivened by vibrant artwork, and delicate fairy lights hang from the ceiling. On a warm day, ask to be seated at one of the patio tables—they look out onto a creek below. If you're a salad lover, go for the Nicoise-it's one of the best I've had. The Greek chicken salad sandwich, filled with feta cheese, capers, lemon zest, black olives and artichoke hearts, is another great choice. (530-642-8669)

# logding

THE HISTORIC CARY HOUSE HOTEL—Established in 1857. Placerville's Cary House Hotel claims to have housed Black Bart, Mark Twain and Ulysses S. Grant. These days its splendor is a bit, weary, but its historical value makes it a fun place to spend an evening. Admire the hand-crafted mahogany and cherrywood lobby and the handsome staircase, and be sure to check out the antique picture hallway. Rooms are simple and many have old carved beds. The hotel is located in downtown Placerville, and it's surrounded by fun little shops and restaurants. (530-622-4271)

# lodi

Lodi may surprise you. As the leading supplier to California's wine industry, the region grows more zinfundel, cabernet sauvignon, chardonnay and merlot grapes than any other region in the state. Lodi is also considered a leader in implementing environmentally friendly farming techniques. Its wineries are not particularly showy or touristy—which is what makes them so friendly and approachable. When you haven't got a lot of time, but it we the wine tasting bug consider load. It's only 25 minutes south of a went sun Sacramento off Filizhway 90.

S.T. ANIANTE I WINEMANTER WAY FAT GUILD AVE. 0. LODI BY APPOINTMENT ONLY Triakes allittle ingenuing to find St. Amanu.

buried in the old brandy room of the industrial-style former Guild Winery. Owners Tim and Barb Spencer have concentrated their efforts in the past few years on an award-winning barbera, several intriguing port wines, a very floral roussane (a Rhone-style white) and an old-vine zinfandel. Only 3,000 cases of St. Amant wines are produced annually. and most are sold on the East Coast, so a visit may be your only chance to try them. The tasting room lacks the fancy amenities of some other wineries, but has a wonderful barrel room that also houses the family's fermentors (old dairy tanks), a couple of funky plastic wine holding tanks and a rustic-looking grape crusher. (209-367-0646) Don't miss: St. Amant barbera; St. Amant roussane

# PETRANO ESTATE: 21831 N. HIGHWAY 99

Peirano Estate is the perfect spot for a romantic picnic in the Lodi wine region. Its tables are scattered on lush lawns among old zinfundel vines and tall shade trees. The picnic area's only drawback is its proximity to Highway 99, but if you put your back to the road and concentrate on the serenity of the grounds you will feel as if you've been transported back to a gentler and more relaxed era. The tasting room is well equipped to handle your hunger pangsit's stocked with everything from cheese. summer sausages and crackers to salsas, jams and garlicaioli. Pair your repast with a bottle of Peirano Estate's old-vine zinfundel and you'll be in picnic heaven. (209-367-1305) Don't miss: Peintno Estate "Primo" Lodi zinfandel; Peirano Estate Lodi shiraz

# OAK RIDGE VINEYARDS: 6100 E. HIGHWAY 12, LODI

Oak Ridge Vineyards wins the "cutest tasting room" prize—located in an old redwood wine var that once held 49.429 gallons of wine, the rounded, snug space couldn't be more cozy. The tasting but dominates the back "wall," while the coof the space is given over to bottles of the sale as of the requisite T-shirt or pasta. The first brandy sale est special and mustards. There is even a pretty of the case of the tasting of tasting

# dining

HAZEI'S —Sleek, elegant and masculine, Hazel's is a prime dining destination in downtown Lodi. With its black and white Italian marble floors, wood-paneled walls, crisp white tablecloths and tall windows framed with long, cream-colored drapes, the restaurant is undeniably upscale, yet it also manages to feel warm and welcoming. Owner Bill Sandeen characterizes the food at Hazel's as "continental," but there are also creative selections available for more adventurous diners. Specialties include a pumpkin seed-crusted tack of lamb and a classic French onion soup, (209-369-0470)

WOODBRIDGE FEED & FUEL—As old-fashioned as Hazel's is modern, Woodbridge Feed & Fuel is located in a beautiful old building that was constructed in 1805. Airy, dimly lit and rustic, its old brick walls feature antique guns and kitchen



equipment. Wild West figurines and cowboy paintings. There's even a miniature stagecoach hanging from the ceiling. The Western-seyle bar dominates the front of the house, with dining rooms to the side and at the back. Menu specialties include blackened prime rib, sole almandine and sauteed sweetbreads. (209-369-0266)

# lodging

Wine & Roses Country Inn—This lovely little Lodi inn is surrounded by matureshade trees, flowers and springy green lawns. If you keep your eyes peeled you'll even see bunny rabbits hopping through the shrubbery. The rooms are artractively decorated and fairly quiet, and many have garden views. The inn's dining room is considered one of the finest in the area, featuring such specialties as vegetables Napoleon, honey-roasted rack of lamb and fresh poached salmon. Very popular, the inn is booked full every weekend, so plan ahead. (209-334-6988)

# nevada county

One of Northern California's oldest winegrowing regions. Nevada County has been cultivating grapes and producing wine for more than 150 years. Plan your winetasting excursion around an overnight visit to historic Nevada City or Grass Valley—you'll find many wonderful ways to spend your afternoons. There are dozens of mountain lakes and creeks in the area, as well as some great hiking and shopping opportunities. You'll also find many fine restaurants and colorful local nightlife, including community theater productions and live music performances. Take Interstate 80 east toward Reno and pick up Highway 49 north to Nevada City.

NEVADA CITY WINERY: 321 SPRING SE, NEVADA CITY

Housed in the old Miners Foundry

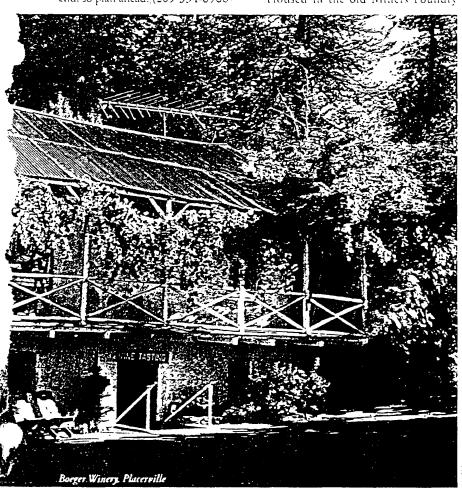
Garage, Nevada City Winery isn't much to look at from the street. But step inside and you'll be charmed by the tiny tasting room, which is perched like a bird's nest directly above the wine production area. The fermentation tanks are close enough to touch with your hand from the balcony, and it's fun to watch people scurry in and out down below while you're sipping your wine. There's also a small selection of specialty gifts like flavored oils, unusual wine holders, salad dressings and mustards available for purchase. (530-265-9463) Don't miss: Nevada City Winery Sonoma County gewurztraminer; Nevada City Winery Nevada County Late Harvest white riesling

## Indian Springs Vineyards: 303 Broad St., Nevada City

Indian Springs Vineyards has located its tasting room in the center of Nevada City. although the winery itself lies about 15 minutes out of town. Therefore, it is very convenient for tourists who are exploring the lovely streets of the city to drop in for a taste or two. You won't find a more attractive space in which to try wine: It's a spacious, airy brick room with old hardwood floors and scarred wine barrels stacked in the eaves. Music plays lightly in the background, and there are T-shirts, wine glasses, pottery, aprons and lors of fun trinkets for sale. (530-478-1068) Don't miss: Indian Springs Vineyards viognier; Indian Springs Vineyards syrah

### STARR VINEYARD AND WINERY: 11179 GIBSON DR., GRASS VALLEY

Buried in a forest of manzanita, oak and pine trees, Starr is a very tiny winery with big aspirations. With a production of 750 cases a year, the wine is scantily available, but there are plans to expand to 1.500 cases in the near future. The winery claims to have the only "cave"-style wine celiar in Nevada County, and at 13 feet by 30 feet, this hand-constructed cellar is as compact and rustic a version as you'll ever find. Come up on a weekend to sample Starr's sauvignon bland, caberner sauvignon and zinfandel in the muse, moist cellar. 530-477-\$277) Don't miss: Sierra Start Vineyards zinkuidel



# Lodi quickly becoming a hot destination for wine tourism

**By Brian Ross** 

News-Sentinel staff writer

A red-tailed hawk circles high above the vineyard, scanning the greenery below for a meal of the plump, nimble-footed field mice which make their homes among the vines.

Spotting his prey, the raptor streaks to earth, disappearing from sight beneath the gray skeletons of the dormant winter vines.

"That hawk is one of our best employees," cracked Dan Barnes, who runs the tour program at Woodbridge Winery. A few among his audience understand English, and begin to chuckle before their interpreter has a chance to deliver the nunch line.

Today, Mondavi's Woodbridge Winery is hosting a group of about 30 French-speaking farmers from Quebec. At one time, Lodi was about the last place anyone would associate with tourism.

Mark Chandler, executive director of the Lodi-Woodbridge Winegrape commission says that the number of wine-related visitors to San Joaquin County has swelled in about 86,000 annually - and continues to grow.

"Most of those visitors are coming to Lodi," he said. According to Chandler, the intense publicity campaign waged in recent years by the commission, coupled with the increasingly frequent mention of the Lodi growing appellation on wine labels is largely responsible for the new attention being paid to the area by wine devotees.

But since the inception of the Woodbridge Winery's visitors center last June, groups like this are becoming an increasingly common sight in Lodi, industry insiders say.

Barnes says that since June. Woodbridge has entertained groups from 18 countries - including visitors from every continent on earth, "Except that frozen one down at the bottom."

"This place, she is so grand," quipped Marcel Dumond, who raises oats back in Quebec. It is perhaps this grandeur that is quietly putting Lodi on the map as a tourist destination.

The Lodi grape-growing district, with more than 70,000 acres of premium varietals, is coming into its own for a variety of reasons, says Jeri Hansen, of the Lodi Conference and Visitors Bureau, "With so much production, word was bound to get out sooner or later," she said.

Hansen said another reason fueling Lodi's rise is the fresh, authentic experience visitors can enjoy here. "You're very likely to get to meet the winemaker face to face in Lodi, unlike other places," she said.

Lodi has also been hard at work for years developing the infrastructure to support tourism, said Hansen. Downtown Lodi will soon

recent years to its current level of sport a new multi-screen movie theater, and has been spruced up to lure shoppers and diners; and a new train station and parking structure make it more convenient than ever to visit. Hansen said.

At the same time, construction of a new \$2 million Wine and Visitors Center is underway near the intersection of Turner and Lower Sacramento Roads. The building will house the offices of the Lodi-Woodbridge Winegrape Commission and the Conference and Visitors Buгези.

It will also hold a wealth of educational exhibits to inform the reneral public on wine's importance to the state's history and economy. The center is scheduled to open by summer, Hansen said.

Until recently, about the only groups which visited Lodi were teams of wine industry specialists seeking the wealth of technical know-how possessed by area growers, who are happy to share freely with foreign colleagues.

According to Barnes, Lodi's effort. to promote tourism is beginning to pay dividends - "In the form of tour groups which are visiting just for fun."

That's good news for Lodi wineries, which face bristling competition from wineries in Napa and Sonoma Counties — along with a growing number of overseas winemakers.

Wineries are also responding to the changing times. A number have recently opened tasting rooms for the public. In addition to Woodand others have also joined the back."

trend to promote wine tourism here

winemaker David Lucas has been at the forefront of efforts to establish a new set of county ordi nances governing tasting rooms. which would give winery owners more flexibility in their architectural choices, and streamline the permit process for serving wine on their property.

According to Lucas, the proposal has been well-received by the San Joaquin County Board of Supervi sors, and may become a reality be fore year's end. "It looks good at this point," he said.

Lucas said that another key me gredient in cultivating the tournst trade here will be cooperation among wineries, "Ideally," said Lucas, "We will share groups among ourselves." In that way, he said, the entire industry will enjoy the rewards of increased tourism, while establishing an image of Lodi's wine culture that will in turn attract more visitors.

A consortium of six local winer ies hosts a series of annual events jointly - like the Vines to Wines educational program, the Weekend Wine Wanderer and the Lodi Wine & Chocolate Weekend. In recent years, the number of visitors at tracted by the events has been sharply on the rise as word gets out about what Lodi has to offer.

David Stein, a tour guide from San Francisco who accompanied the Canadian group to Woodbridge, said he'd never taken a group to Lody before, "But based upon this expenbridge, Eucas Winery, Jessie's Grove ence," said Stein, "I'll definitely be

# Paris, London, Napa, Capay

After They've Seen Paree, We're Gonna Keep 'em Down on the Farm by Adrienne Alvord

alifornia farming is distinguished not only by its variety, productivity, and innovation, but also by the land's spectacular natural beauty and mild climate. The coastal valleys from San Diego to Sonoma, the vast Central Valley stretched out between two mountain ranges, the



grassy foothill terrain—all this countryside offers superb natural vistas as well as proximity to urban and wilderness recreation. At a time when many small-scale farm operations are looking for ways to increase income, some are beginning to use their loca-

tions to entice visitors with agrotourism.

Agrotourism is a term that encompasses recreational and educational activities on a farm or ranch. These can include everything from farm tours, u-pick operations,

and wildlife hunting preserves to dude ranches and bed-and-breakfasts. On-farm tourism is formally established in several European countries—notably England, France and Italy—as well as Australia and New Zealand. Some states in the U.S., including California, are now looking at the feasibility of helping farmers establish agrotourism activities on their farms.

Farmers benefit from agrotourism in a number of ways. Besides providing additional income, hosting visitors for a day or longer increases goodwill and understanding between farmers and consumers, and may create a farm and product identity that will help sales in the long run. Some farmers have spoken of the need for agrotourism to help urban residents understand the challenges of farming, so that political

Continued on page 18

# TOTOM DIGNAL TO SERVICE



Paris—Continued from page 1

support for farmers' needs may increase. And the diversification from tourist-related activity helps increase employment and local sales for the entire community.

### An Idea Whose Time Has Come

There are indications that the general public is ready for agrotourism. Onfarm events are increasingly popular. For example, Full Belly Farm's annual Hoes Down event to benefit the Committee for Sustainable Agriculture attracts thousands of people.

Many tourists are becoming bored with package tours and typical destinations. Vacationers looking for something different are increasingly interested in reconnecting with the land and seeing how their food is produced. Agrotourism also attracts people who grew up on farms or had farms in the family. Spending time on a working farm brings them home to a way of life they still value.

But like a lot of good, simple ideas, developing agrotourism is a lot more complicated than it might seem. As soon as the public is invited to a farm, issues of liability, health and safety come to the fore. Government regulations designed to protect people can be extremely daunting, and can prevent all but the most intrepid farmers from developing agrotourism on their places.

Just ask George and Elaine Work. The Works are family ranchers with a spectacular spread in southern Monterey County. After a trip to a New Zealand farm stay inspired them, they set out to establish an agricultural homestay business on their farm. With their five grown children out of the house, the Works figured they had ... plenty of room for visit ers to learn what living on a farm is really like. Their olike proximity resemble windres, and are tractions like himschalk mång and the Parkfield seismu station, were added inducements. Then the Works came up against the local health department.

"It turns out that if you have paying

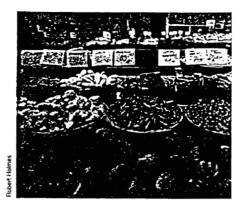
guests eating with you, even if they're eating with the family—the same food at the same table—the Health Code says you're a restaurant and you have to follow restaurant requirements, including a separate building." George recounted recently. "We couldn't justify building a restaurant on our property just so we could have some guests. Our primary business is our ranch."

To deal with this problem, Work set about finding ways to conform to state and local health codes. As a result of his efforts, CAFF and the California Farm Bureau Federation are co-sponsoring legislation, AB 1258, to establish certification for California Agricultural Homestays that will exempt farm guests who eat with the family and stay in the farmer's home from some of the requirements that are more suitable for restaurants and hotels.

Interest in the potential of agrotourism is strong and a number of efforts are springing up simultaneously to help develop it in California. Michael Dimock, former president of CAFF's board of directors, received an award in February from the California Department of Trade and Commerce for his work to promote agrotourism in Mendocino County. Efforts are also being coordinated in several counties, including San Diego, El Dorado, Marin, Sonoma, and Monterey, to increase cooperation between local businesses, tourism promoters, local governments and farmers. The University of California Small Farm Center recently received a \$200,000 grant from USDA to study the issue, and Ellie Rilla of UC Cooperative Extension in Marin County is also organizing efforts to coordinate agrotourism in the counties north of San Francisco.

CAFF is interested in your thoughts and experiences with agrit ourism. If you have puriocrated in a farm tour or stay, or male mad guests in events on your turn, we would appreciate your mout about what the primers and rewards have been. Please contact Admende Alvord, CAFF Public Affairs Director at 1831 1830 881 8-881, 24.

# Cultivating Agri-tourism



alifornia is more than a land of beaches, mountains and sunshine. Its fertile soil and excellent climate help make it the largest food and agriculture economy in the nation, according to the California Department of Agriculture. More than half of the nation's fruits and vegetables come from bountiful California—and some crops, such as artichokes and olives-are grown exclusively in the Golden State. With all this luscious variety available throughout the seasons, it's no wonder that people flock to festivals, farms and wineries to experience a taste and colorful display of nature.

# It's a Festival From succulent

strawberries to gigantic pumpkins, California features an



abundance of festivals in every area of the state devoted to produce. "Every fruit and vegetable in California is celebrated someplace," says the California Festivals and Events Association.

## Wild Over Wine Tasting



According to the Wine Institute, roughly 10 million people visit California winegrowing areas each year generating more than \$300 million in sales

for restaurants, hotels and other retail establishments. The Golden State boasts approximately 800 commercial wineries, many of which are open to the public.

## Art Meets Agriculture

Not only do Californian's eat their vegetables, they even create art with them! At Penryn's annual Agro Art Festival, artwork is created by professionals and amateurs from a palette of



fresh fruits and vegetables. It's another reason for families to come by and enjoy the fun.

# Foundation of Famous "California Cuisine"

Chefs like Alice Waters of Chez Panisse in



Berkeley have long emphasized the connection of the farm to the dining table by naming special dishes on the menu after the

farm from whence the ingredients came. Unusual, fresh ingredients, regionally (and many times organically) grown, have become the foundation of what is now known as "California Cuisine," and established the Golden State as a culinary mecca for residents and travelers alike.

### Identify with Agriculture

Some destinations—such as Gilroy and its tasty garlic—are synonymous with an agricultural product. Now in it's 21st year, the Gilroy Garlic Festival is still packing them in from around the world. Nearly

130,000 people sampled the bulb this year in everything from main dishes to desserts—and attendance



shows no signs of slowing

### Agri-tourism on the Web

An excellent source of agri-tourism information can be found at the University of California Small Farm Center site at www.sfc.ucdavis.edu. From operating definitions to publications, unique niches and related links—it's a cornucopia of information.

Jott Greenborg Proto Edit



# Agri-tourism— Our Authentic Stories

By Mas Masumoto © 1999 Farmer and author of Epitaph for a Peach and Hawest Son

gri-tourism—the term conjures images of visiting California's rolling hillsides of grapes and orchards, waking up to early morning dew kissing the luscious produce along the coastal and inland farming areas, staying where the aromas of ripening fruits hug the earth during evening walks in the Central Valley.



But the image runs much deeper because at the heart of agri-tourism lies authentic stories—a tale of people working the land. On our farm, our story necessarily includes the hard physical work where sweat becomes mixed with hope and an unfolding drama of partnering with nature, a precarious balance between forces that can produce some of the richest bounty in the world and sweep it away within minutes of a violent weather front. These are not dramatic reenactments—I am not an actor nor a stage character—the strength of agritourism remains physical and direct—visitors can see, feel, touch, hear and taste the meaning of my farm life.

Visitors who venture out of the cities have the opportunity to connect with the most basic of our needs—the culture of foods.

continued on page 14

### Agri-tourism continued from page 1

The phrase "we are what we eat" suddenly comes alive on our farms as my guests walk the fields, feel the subtle changes in weather, and taste the nuances of nature.

The power of stories distinguishes agritourism. Farmers like myself and my neighbors live on an edge, exposed to nature, isolated from controlled environments. Yet this landscape promises a story about the transformation of barren land into a lush garden, the legacy of

people from many lands, transplanting the culture along side of their crops, growing produce along side of traditions.

We speak a special language in California's rural communities. Through our words and actions, the power of culture and nature fuse with a bond to a special place. In California, people came and stayed put, our farms were at the edge of the continent, the final place to plant roots. This too becomes part of the story to be shared and told.

On our family farm, we have hosted dozens of events during special times of the season, invited guests in small groups

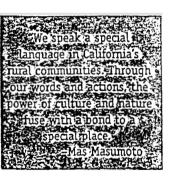
with the intent to share intimate conversations. What we have found is this: people long for a connection with food, with a place, and the human element that

> is required to grow julcy peaches and sweet grapes. The farm provides the stage, our story creates the experience.

If done right, our work touches the guest's memory—my peaches stir the memory of family on the land, the scent of drying raisins conjures the image of a family kitchen and baking cookies. Agri-

tourism done right connects with and elevates personal experience. From my farm a guest takes home a story, their own tale that is told and retold like a good story:

Agri-tourism offers visitors something real and honest. Farm families don't have a lot to hide, our fields are not secluded behind walls, our work is not conducted privately in office buildings. When told as a story, this authenticity conveys the real nature of our land. It remains an experience people long for—something I try to capture both in my writing and in my peaches and grapes. It can also become a new golden harvest in the fields and farms of our Golden State, \*\*





# Small Farm News

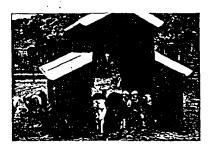
SMALL FARM CENTER • COOPERATIVE EXTENSION • UNIVERSITY OF CALIFORNIA

# Agricultural Tourism: Emerging Opportunity

Excerpted from a presentation by Desmond Jolly, agricultural economist, UC Davis, at the Agritourism Workshop, Walker Creek Ranch, Marin County, May 27, 1999.

hough agriculture in general, and particularly "heartland" agriculture, is in decline, some parts of agriculture are holding their own. Some specialty crops and more entrepreneurially driven parts of agriculture are not simply surviving, but thriving. We are in a new set of circumstances, and smart people who have the necessary skills and vision are developing a new agriculture. This new agriculture is more consumer-focused, and responds quickly and directly to an emerging set of interests, needs, and demands by consumers. It is also more closely linked to domestic consumers.

This trend started back in the 1970s, with an increased interest in fresh, nutritious, and health-oriented products. During that decade, we also witnessed an upsurge of environmental concerns about protecting natural resources and biological diversity. Along with this increased concern about our biological heritage, a corollary concern has evolved with regard to our social heritage, which includes the institution of the family farm. These concerns gave rise to the development of a host of



Petting zoo residents await visitors at an agri-tourism farm.

institutions to address them, including the University of California Small Farm Program.

## The New Agriculture

Opportunities for farmers to respond to emerging consumer needs came in the form of programs like the California Certified Farmers' Market program, which necessitated exceptions to California Agricultural Code requirements to enable the kind of packaging and merchandising that takes place at farmers' markets.

Farmers' markets facilitate a direct exchange of values between consumers and producers. Originally, farmers' markets catered to the emerging demand for farm fresh, diverse, flavorful produce that consumers were beginning to develop. But as importantly, it allowed consumers to have a different kind of food shopping experience, and consumer research shows that consumers increasingly value these attributes. The whole quality of the experience is perceived by the consumer to be of

-CONTINUED PAGE 4

# Successful Agricultural Tourism Ventures

by Susan McCue, editor, Small Farm News

rom Christmas trees to apple pies, agri-tourism thrives in unique niches across the state. On a 450-acre parcel purchased by his grandfather in the 1950s, Riverside County farmer Gregg Palmer operates a 50-acre Christmas tree farm that draws customers from 89 zip codes throughout southern California.

Palmer and his brother David established the Live Oak Canyon Christmas Tree Farm in 1980 after seeing many local growers with similar operations who appeared to be doing quite well. "I think both things were illusions," laughs Palmer.

During the past 19 years, the farm has expanded to include three distinct agritourism seasons. Lush berries and fresh garden produce lure customers from early June to early July, when berry buyers also get a chance to visit the farm's petting zoo. "Unlike many others, they can actually go in with most of the animals," says Palmer, whose insurance agent gave him approval for this potentially liability-ridden access. Palmer says a claim has never been filed against him.

Pumpkins take center stage during October, when guests include school tour

—Continued Page б

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# Agricultural Tourism-FROM PAGE 1

a different sort when he or she buys directly from the grower and can engage in a more primal relationship with the producer. It allows the consumer a kind of vicarious participation in this rich social heritage of the family farm.



Michael Dimock leads a visioning session on the Central Coast.

Community Supported Agriculture has gained a niche in agricultural marketing and has, for many family farms, provided the critical difference in their economic stability and social sustainability. t diversifies and adds stability to their income stream, and provides interest free cash for production. But perhaps as importantly, it forges meaningful relationships between farmers and non-farmers, and between urban and rural people. Many members of Community Supported Agriculture programs spend several days per year camping in tents at the farm, participating in the work, and engaging socially with the farm family.

So, for many in Community Supported Agriculture programs, the benefits are more than just farm fresh produce. The benefits extend to participating in the rural farm experience and knowing that they are choosing to help preserve a vital part of our social heritage — the family farm. This phenomenon leads directly into the area of agricultural tourism. Like direct markets and Consumer Supported Agriculture, it facilitates an exchange of values between the consumer and the farm community. Agricultural tourism takes many forms, including the drive-by, s in those who patronize farm and roadside stands, and farm stays, where people

come and stay for several days on the farm. Agricultural tourism includes educational tours, dude ranches, agricultural heritage festivals, tasting events, ag museums, county fairs, commodity festivals, (such as the Gilroy Garlic Festival), and a host of other events and opportunities for consumers and producers to generate a meaningful exchange of values. Consumers value the ambiance, the experience, the difference, the cultural exchange, and the products. Farmers get a sense of satisfaction from providing positive experiences for people, from relationships that develop with these people, and, of course, from receiving remuneration for their efforts.

At a recent agricultural conference, a member of the panel on direct marketing discussed how she left a mid-career executive position in Southern California, and returned to the family's apple operation. There she grew the business, almost



Ellie Rilla, right, talks with Mark Pasternak, Marin grape grower, at the Marin County agri-tourism workshop.

totally based on agricultural tourism, into a \$3,000,000 agritourism business. Others with requisite assets can develop a reasonable livelihood by developing various niche markets.

Important assets are entrepreneurial skills, vision, coordination, people and marketing skills. In addition to knowing what a produce buyer, packer or processor wants in terms of product quality you need to have some sense of what people want, what they like to do, what kind of interests they have, and how to relate to them. Since you will often have other



At the Watsonville agri-tourism meeting, Nita Gizdich, right, addresses participants including Ramiro Lobo, form advisor, San Diego County.

people interacting with your clients or customers, you will need to provide good training in customer relations and develop systems for quality control. The business becomes more of a front-line vs. a backroom operation.

# The Role of UC Cooperative Extension

The Small Farm Program received a grant from USDA in 1997 under the Fund for Rural America Program to help foster an educational outreach program on agricultural tourism in California. We know that many agri-tourism activities, such as festivals, tasting rooms, and county fairs, have been going on in California for decades. But there was a need to widen participation by serving as a catalyst for developing the institutional framework to enhance the spread of agri-tourism across the state.

In particular, the Small Farm Program has an interest in seeing how family farmers can benefit. To this end, the Small Farm Program has developed a number of partnerships to support pilot projects in different parts of the state — San Diego, Marin, and the Central Coast, in particular. In each area, there is a core of key people taking the lead in organizing steering committees; developing plans; including visions, goals and objectives; and de-

SUMMER 1999 SMALL FARM NEWS

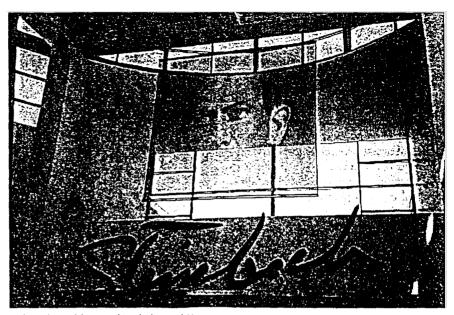
signing an educational program that can empower family farms and rural communities to meet a growing consumer demand for the rural and agricultural experience.

The Marin effort is being led by Ellie Rilla, UC Cooperative Extension Marin County director. She collaborates with a number of organizations to organize educational programs on value-added products and agri-tourism. The San Diego project, also a collaborative effort, is led by UC Cooperative Extension San Diego staff members Diane Wallace, county director; Ramiro Lobo, small farm advisor; and Scott Parker, program representative. They are completing a strategic plan for agri-tourism education and coordination in San Diego County. The Central Coast effort, similarly a collaborative effort of tourism, agriculture, business, and government participants, is being coordinated by Jeff Rodriguez of the Natural Resources Conservation Service.

A statewide Agricultural Tourism Working Group meets periodically to define an education and research agenda that can expedite the development of agritourism in California. Convened by Desmond Jolly, principal investigator, the Agritourism Project is comprised of university research and extension faculty, farm and consumer advisors, and industry representatives.

### Conclusion

The changing demographics and lifestyles of California and U.S. populations offer opportunities for more closely linking agriculture to consumers. Exploiting these opportunities requires a new set of skills that are somewhat different from those typical of more conventional agriculture. Agri-tourism is direct marketing. Educational programs can assist in promoting the transition to this new agriculture, and the University of California, through its Small Farm Program and Cooperative Extension, is contributing to the 'evelopment of agri-tourism and the new griculture.



A skyward view of the National Steinbeck Center lobby.

# National Steinbeck Center Adds Agricultural Wing in 2000

im Greer, chief executive officer of the National Steinbeck Center in Salinas, California, wants to put your memories on loan. He needs them to illustrate the Central Coast's agricultural history in the center's soon-to-be-built agricultural wing. If you are a Central Coast farmer (Salinas Valley or Monterey County), take a moment to search your family mementos for family farm stories, diaries, pictures, and historical objects.

"People like to see and touch things," says Greer, who will place donated or on-loan family items in the new wing, set to break ground in 2000. The wing is the result of a cooperative effort between National Steinbeck Center supporters and farmers from the area.

Author John Steinbeck was born in Salinas, a town that publicly burned his books on two occasions, but ultimately honored him with many acknowledgments. Steinbeck drew his inspiration from the land and the people who worked it, and through his books he championed and honored the strength of their human spirit.

Built in 1998, the center honoring Steinbeck draws more than 120,000 people annually. Greer expects that many of them will want to experience life on the farm after visiting its new agricultural wing. He invites Central Coast farmers ready for agri-tourism visitors to contact the center with tourist-related farm information. That information will be used to refer National Steinbeck Center visitors to your Central Coast-area farms.

To share your family's Central Coast memorabilia or to provide information about your Central Coast farm, contact the National Steinbeck Center at One Main Street, Salmas. CA 93901; (831) 796-3833; http://www.steinbeck.org.

# 'Agri-tourism' opens door for extra income for local farmers

The diversity in crops grown on local farms could open the door for additional income by farmers, ac-

cording to Jeri Hansen, executive director of the Lodi Conference and Visitors Bureay.

Hansen is offering a new concept to local farmers in the form of opening

their farm gates to "agri-tourism."

"People are looking for things to do in their leisure time," Hansen said. "People have a desire to see how things used to be, especially with the fast urbanization of our state. People are looking to return to the fann."

That itching to return to the farm Continued Page 17

# Agri-tourism...

Continued from Page 1 could mean extra dollars for local farm-

"We've seen farmers in the Midwest and mountain states open their farms to visitors who not only pay to stay on the farm in a spare house or bunkhouse setting but also to help out with the chores on the farm," Hansen explained. "I don't expect to see the same thing happening here but I think the opportunity is there for farmers to decide whether they want to take part."

Hansen admits that part of that decision-making process involves some serious questions, especially as they relate to insurance and liability costs.

"It depends on a farmer's level of interest," she added. "If he or she wants to open up their farm or ranch to a group or for school tours then I think they can take advantage of the program."

Hansen is currently busy putting together a check list for furners to utilize in determining whether their interesting the result in further action.

"If m still waiting to hear from the farmers," she said. "The strength of an agri-tourism program is the diversity of our farms."

She pointed out the success of Phillips Famus west of Ledi taking ad-

vantage of their diversity to attract visitors. A pumpkin patch, cafe, maze and a full calendar of special events attracts visitors to the Phillips' location. Those visitors mean extra dollars for the Phillips farming operation.

Hansen emphasized that a valuable benefit of "opening a farm operation to visitors is the opportunity to educate the visitors about agriculture."

"It's kind of exciting because it provides some nice public relations for the agricultural industry," she said. "If visitors to a farm can learn a little bit about agriculture then the time may come in the future when that exposure may result in a positive comment or action taken on behalf of agriculture."

But Hansen is not sitting back and waiting for farmers to come knock on her door. Instead, she is busy with the Conference and Visitors Bureau in promoting the Lodi area as a destination for groups to visit.

"We communicate with meeting planners and folks organizing conferences for group tours," she said. "We let then know that we are here and if a group is known to the agriculture, at least they known entering."

Hursen is hopeful that more farmy as will encusion ragif-tourism as some thing that is flar hand in the same veir to opportunity to teach people about parientims."

J651195

•



National Watchable Wildlife Conference
John Poimiroo, Deputy Secretary for Tourism
California Trade and Commerce Agency

# Nature-based Tourism

- Any tourism that focuses upon nature
- Traditional Tourism
- Outdoor Recreation
- Adventure Travel
- Wildlife Viewing
- Ecotourism

# cotourism

- \*Responsible travel to natural areas which conserves the environment and improves the welfare of local people.\*
- The Ecotourism Society

# 图 tourism

- \*An enlightening, nature-oriented, travel experience that contributes to conservation of the ecosystem, while respecting the integrity of host communities.\*
- Canadian Environmental Advisory Council (Scace, Grifone and Usher, 1992)

# otourism Market Profile

- General Consumers interested in Ecotourism
- Experienced Ecotourism Travelers

# e of Ecotourism Market

- Experienced ecotourists 7% of U.S. travelers 8 million adults
- Potential ecotourists 33% of U.S. travelers 35 million adults
- Potential market 43 million adults

# tourism Market Profile

### General Consumers ■ Avid Ecotourists

- Live in large cities
- All age groups, though most likely 25-54 yrs old
- Mostly couples, 1/3 families
- Well educated
- 50/50 maie/female
- Better than average income

- Live in all major urban areas, though likelier in California
- 76%, 25-54 yrs old
- Mostly couples, 1/4 families, 1/4 alone
- Very high education
- 50/50 male/female
- Much higher than average income

# Ecotourism Trip Characteristics

### General Consumers . Avid Ecotourists

- Generalists
- Prefer summer, some shoulder, limited interest winter
- couples 59%
- families 25%
- wide trip duration, 4 -7 days to 2+ weeks; ecotour 8 - 14 days

- Soecialists
- Prefer summer with interest in shoulder. some winter
- couples 61%
- limited families 15%
- singles 13% - wide trip duration: 4 -
- 7 days; esp. 8 -14

# tourism Trip Characteristics

### General Consumers

- 38% willing to spend over \$1.500 per person
- Avid Ecotourists
  - 45% willing to spend over \$1,500 per person

# vity Preferences

### General Consumers Avid Ecotourists

- Hiking, 24% / 37%
- Walking, 20% / 17%
- Touring, 24% / 20% - Fishing, 11% / 16%
- Camping, 11% / 19%
- Cycling, 4% / 8%
- Wildlife Viewing, 6% / 7%
- - Hiking, 45% / 60%
  - Walking, 4% / 8% - Touring, 10% / 11%
  - Fishing, 9% / 12%
  - Camping, 23% / 21%
  - Cycling, 18% / 25%
  - Wildlife Viewing, 14% / 15%



## ommodation Preferences

- Cabin 14%
- Lodge/Inn 14%
- Camping 17%
- 843 10%
- Hotel 56%
- Ranch 1%
- Cruise Ship 4%
- General Consumers Avid Ecotourists
  - Cabin 66%
  - ~ Lodge/Inn 60% - Camping - 58%
  - B&B 55%
  - ~ Hotel 41%
  - Ranch 40%
  - Cruise Ship 20%

# Importance Index

### General Consumers Avid Ecotourists

- Casual Walking, 1,84
- Wildlife Viewing. 2.02
- Learning about
- Cultures, 2,18 - National Park, 2.25
- Wildemess setting,
- 2.49
- = Hiking trekking, 2.53

- Wildemess setting,
- 1.74
- Wildlife Viewing,
- 1.83 - Hiking/trekking, 2.12
- National Park, 2.15
- Rafting, canoeing,
- kayaking, 2.24
- Casual Walking, 2.32



# dlife Viewing

While not mentioned frequently among preferences, was second-highest in importance to both general consumers and avid ecotourists.

Featured in 1/4th of most popular tour packages



### General Consumers

- Walking/hiking
- Multiple activities
- More passive
- Cultural learning/ wildlife viewing
- Touring and camping
- Mid-range lodging (motels/hotels pref.)
- Avid Ecotourists
  - Walking, hiking, backpacking
  - Multiple activities
  - Active, specialized
  - Nature and waterbased activities
  - Camping
  - Mid-range lodging (intimate, adventure)

# ivations

- General Consumers 

  Avid Ecotourists
- Scenery/nature
- New experiences & places
- Revisit familiar places
- Study/learn nature & crittrice
- Wildemess

- Scenery/nature
- New experiences & places
- Wildlife viewing
- Wildemess
- Uncrowded

# are Ecotourism Destinations

- Canada, 33%
- U.S., 31%
- Europe, 15% Central & South
- America, 10%
- Australia/NZ, 7%
- Africa, 2%
- ~ Asia/Pacific, 1% - Other, 1%
- General Consumers Avid Ecotourists
  - Canada, 47%
  - U.S., 28% - Europe, 4%
  - Central & South
  - America, 4%
  - Other, 17%

# erging Trends

- Interest in soft adventure
- Travel trade growing
- Environmental concerns a factor in destination selection
  - Specific activities growing in popularity Increase in educational travel

# fornia Division of Tourism

- Four vacation typologies
- Family
- Romance
- Recreation
- Nature
- Threaded throughout California's tourism marketing program



To enhance,
eleva(e and )
promote wildlife
viewing and nature
appreciation for the
benefit of society,
while building

Addite Inc.

and support for the conservation of the wildlife and habitats upon which these ctivities depend.

community aware-

ness, understanding

# Wildlife Viewing:

# Good Business for Livable Communities

The United States. Canada and Mexico have begun to tap the tremendous potential of wildlife viewing as a source of economic revenue that can preserve the quality of life for community residents—human and wildlife alike. Nature-based tourism is increasing at a higher rate than any other segment of tourism worldwide. Our continent has the potential to be a much greater destination for nature safaris, birding trails and wildlife viewing excursions than it is today.



Watchable Wildlife.
Inc. is dedicated to
helping communities
benefit directly from
wildlife viewing in
three ways:

# **Economic Prosperity**

Watchable Wildlife. Inc. can help community leaders, groups or agencies develop wildlife viewing opportunities with high revenue returns and protection for wildlife and habitats.



# Improved Quality of Life

Nature-related travel, tourism and recreation can create jobs, sustain local businesses and provide clean water, air and wildlife in perpendicular control of the control o

tuity. Watchable Wildlife. Inc. is dedicated to helping communities—rural and urban alike—benefit both economically and socially.

# Wildlife Conservation

The business of wildlife viewing depends on assuring that wildlife have plentiful places to roam. We can assist with



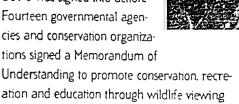
strategies to provide memorable viewing experiences for people that will make it possible to conserve habitats for wildlife.

# Watchable Wildlife Programs Flourish

The rapid growth in wildlife viewing led to a

US Watchable Wildlife
Initiative of 1990, dubbed by
Sports Illustrated as one of the
most significant nationwide
wildlife programs since the
Endangered Species Act of
1973 was signed into action.
Fourteen governmental agencies and conservation organizations signed a Memorandum of

programs.



Partnerships have blossomed. A network of wildlife viewing areas conscrosses North America. Nature tourists can pick up wildlife viewing guides for 41 states and toree. Canadian provinces. Seven annual warchable wildlife conferences have attracted thousands of resource and tourism professionals.







Retail sales for watchable wildlife recreation are 4.5 times greater than annual US greeting card sales. The figures are in. Wildlife viewing generates impressive revenues.

- US: More than 62 million Americans partici pated in some form of wildlife viewing or nature tourism in 1996-nearly one-third of all US adults. Wildlife watchers spent \$29 billion in state and local economies during 1996, a 39% increase over 1991 spending.
- Canada: 4.4 million Canadians participated in wildlife viewing 1996, or 18.6% of the adult population. That same year, British Columbians spent almost \$400 million on wildlife viewing in the province. In

1991. Canadians spent an estimated \$2.4 billion on wildlife viewing trips and outings.

How do these statistics translate into real dollars? Here are a few examples of how rural communities are gaining financially from wildlife viewing:

- The 3.000 participants in British Columbia's 3-day Brant Wildlife Festival at Parksville and Oualicum Beach brought \$420,000 Canadian in revenues to the two communities in 1993. A 1994 study mirrored these results
- Visitors to Santa Ana National Wildlife Refuge in Texas during 1993- 94 spent an average of \$347/person and a total of \$14 million in local communities.



 The 28 000 elk viewers who visited Colorado's Rocky Mountain National Park in fall 1997 to see the annual

display of bugling bull elk contributed more than \$2.3 million to Estes Park and surrounding communities.

• The 100.000 plus birders who visit Chincoteague National Wildlife Refuge in Virginia each year spend

- more than \$10 million in local communities. This income comes outside the beach season and is in addition to income generated by beach lovers.
- People observing sandhill cranes along the Platte River in Nebraska generate \$40 million in tourism dollars for local economies each year.
- In 1992, visitors to Hawk Mountain Sanctuary in Pennsylvania supported a minimum of 150 restaurants and more than 65 motels campsites and bed andbreakfasts.
- A 1993 study of birders who visited Cape May. New Jersey. documented that they contributed more than \$10 million annually to the local economy.

# On The Ground Success

Benito Trevino has a ranch near Rio Grande City in Starr County, Texas. one of the poorest regions in the U.S. He also shares the region with 485 bird species and 300 butterfly species. Places like Trevino's ranch can be critical havens for wildlife, since 95 percent of the native habitat of the Lower Rio Grande Valley has been lost or altered. Avid birders flock to a protected wildlife refuges and contribute \$36.5 million annually to the local economy. Irevino realized that his ranch could just as well be a destina tion, too, He now offers nature tourism

opportunities on his ranch and esumates that he derives around 40 of his yearly income from nature related visitation. Wildlife benefits od does Benito Trevino.

### CALIFORNIA CONFERENCE ON TOURISM

Emerging Travel Trends and Lifestyles Keynote Summary

## EMERGING TRAVEL TRENDS AND LIFESTYLES

Presented by Peter Yesawich, President & CEO of Yesawich, Pepperdine and Brown www.ypb.com

TIME is the new currency and most of us say we are suffering from TIME POVERTY.

## LIFESTYLE TRENDS

- A sense of possibility an optimistic view and consumer confidence
- Seek more novelty and change. 7 out of 10 do NOT want to go where they have been before. Seeking new destinations and travel experiences.
- A new definition of value = convenience
- ♦ A new definition of success = experiences not possessions
  - Want to bring home "more than a tan" intellectual curiosity, fusion of education, entertainment and leisure
- Shortened vacations, length of stay decreasing. Most people now travel 4 nights or less, tied to a Saturday. (Sunday Thursday or Thursday Sunday).
  - Vacations taken more impulsively
  - ◆ More frequently
  - ◆ Closer to home (three hours away or less)
  - By families AND singles (single adult population is growing)
- Need for simplification want it bundled or packaged
- Travelers are more self reliant and willing to negotiate to get a better deal
- Want customized products and services ("built by me" e.g. Gateway)
- An increasing erosion of trust advertorial vs. editorial
- Focus on the family 1/3 of households have kids under 18
- Generation of "techknows"
- ♦ More travel planned on the internet

# The Possibility Agenda

Random population sampling

73% say they are better off today than 8 years ago

58% say the American Dream is possible

63% would welcome more novelty and change in their lives

69% say life has become too complicated

67% say there is too much emphasis on accomplishment and not enough on pleasure for pleasure's sake

30% say they don't have enough time

56% say they don't have enough vacation time

Sub-Trend

# DASHBOARD DINING

21 = the average number of meals eaten while driving (1999)

8 = the average number of meals eaten while driving (1989)

The new "fast food" and how we decide to buy it:

The GRIP FACTOR - how many hands does it take to hold it?
The DRIP FACTOR - the propensity of the product to squirt or leak
The DRIVE FACTOR - effect of design on our ability to swerve, pass or
gesture with hands

Sub-Trend

# INTERNET TRAVEL PLANNING

The Internet is in 42% of homes, and in 55% of workplaces.

Average user is under 40 years old.

The Internet has 67,000 new users daily.

Average use time - one hour.

Most searched keyword: SEX; second most searched keyword: TRAVEL.

35% use the Internet for travel planning.

19% actually use it to make reservations.

### MEET YOUR NEW VISITOR:

- Looking for autonomy, diversity, and enjoyment.
- Relies on own instincts and willing to negotiate for the best deals (and can negotiate successfully).
- 63% think their IQ is higher than average.
- Disloyal to specific brands and expect more from products and services.
- "Techknows" who want new experiences and want to try new products and services.
- Desire personalized service and products and feel that everyone should be free to "do their own thing."
- High on list of Things To Do: 1.) Have more fun 2.) Lose weight 3.) Organize
  myself better 4.) Take a special vacation.

### Rural Megatrends

- · The importance of families
- · An increased fucus on children
  - · An increasing interest in health and fitness
- · Increased value
  - · Increased cultural awareness
  - · A priority with the environment
    - · View time as money
  - · LOOK for an educational component to their vacations
  - · The impact of technology

Technology - a great benefit for smaller bureaus with smaller bridgets. The Internet:
it changes everything. It is the great equalizer.
The more clever we are about using it the better it will serve us. They use the internet to look for the UN-Familiar, not the familiar.
Source, links, follow chain of information.
The internet is Instant publishing, and it can be changed. Direct mail? = E-mail. Ask for e-mail address on response forms - send an e-newsletter & mailing list. Itave to ask:
Now have a new database. Challenge-buyers-can by pass the bureau to members webs! to cand purchase there. Make sure you have a link TO will FROM.

use the Internet to distribute Visitors Guide information. Internet booking and merchandising will increase within the next 24 mos

The Internet provides accountability and trackability for a CVB.

Use of Internet as a recruitment tool - employment and membership.

"Community Tourism Intranet - Allows the ability to become more innovative, exchange of ideas, within the region / geographic areas. Thus the rural regions become more competative.

Strower - examples overallows video clip in e-mail. So many programs with applications to the tourism industry. Research software.

WorldRes - (monterey uses them) can add flature to your site.

=> Tourism Talk. com - a link between members of the hospitality industry in Monterey County.

Environment and Environmental aspects Travelers becoming increasingly more aware of environment in their choices and selections for travel. Shere are some thengs you can only do in the countryside however - how do those visitors impact Hour environment. "Sustainable" tourism. Outdoor Activities was #2 on lest to american trivelers. Over 1/2 of american are outdoor activity travelers (soft a hard) adventure travelers. Animal watching camping and hiring. Soft adventile tends to be the PRIMARY reason to go to a destinction. Spouses, make of 60% of soft adventire (Soft adventure travelless spend a little less than hard core adventures.)

EwTourism - eco-tourists may not spend a lot of money in the community.

Promote off peux / non-high vidume times to fill existing structure Just net promote tri facilitate growth because of visities.

There ways to protect rual lives - price is the such mechanism: Euris #15 - returne.

View time as money -Time Budget -Rural CVB'S need to understand how visitors view time. Market evaluates on critical criteria How do we adjust to this - how can we make better expenences, activities, etc. so That it is worth the time of the visitor. We need to develop "brand" and signature expenences to convince travelers that it is . If value and worth their time. Once they are there -at destination-how does the time budget shift - how can we facilitate those budgets? What is there to do? AZK now much time people allocate to activities. Time 15 the corrercy of the new millenium. Must project and understand. That as time dwindles - experiences must be quality - e.g. parents & children. They will spend money.

Cultural Tourism More people go to museums every year than to sporting events and movies combined. Culture (can't) always be the reason - it get there be alteral tour driven by cultural side The township side, analyze card betwee making claim that cultivalturism In and of itself will achepute visits, increase Conony etc. Often used to enhance Pultural Tourism MUST BE GENVINE consumer genses, when the event is

"How do you expect to be anything when you've already told even stoody you have everything." James Taylor, sor you inches

### How Regions Innovate



**Doug Henton**President,
Milken Institute

(This a summary of the comments made by Mr. Henton Sept. 22, 1999 at the San Jocquin Valley Technology Conference in Visclia, California. The full text of this presentation can be found at http://www.greatvalley.org/nvc/conf\_presentations.htm)

Why do some regions succeed better than others? The secret is continuous innovation in both the economy and the community. Regional innovation led by bundary crossers" promotes collaborative solutions to regional challenges.

Success in the new economy depends on innovation. The new economy is about more than "high tech." It is a source of competitive advantage, not a set of industries. What matters is speed, quality, t'exibility, knowledge, and networks. Firms and regions that want to succeed in the new economy must do so on the basis of innovation, not a mply cost.

Innovetion is about thinking and acting in new and different ways. Think of the Apple commercial "think different" with pictures of Picasso and Einstein. In successful firms and successful regions, innovation becomes a culture, a way of doing thing:

The sense of the sense of the present who does not be sense of The greatest which is the sense of the sense o

mere are come nitolings about included in regions and of the country of the teachers and an area on a

conventional wisdom.

Innovation is a social process — Unlike our common beliefs that innovation takes place primarily in a laboratory or university, innovation today occurs within networks that connect researchers, entrepreneurs, and funders.

Innovation is picce-based – Contrary to the belief that knowledge is globally available, innovation today is based on tacit knowledge or know-how usually shared in face-to-face conversations.

Economic innovation requires social innovation — Because innovation today is a place based, social process, connecting entrepreneurs and companies to regional assets, removing barriers to innovation and promoting a more entrepreneurial culture is required.

Can the San Joaquin Valley be an innovative region? Yes. Conventional wisdom says that the Valley's competitive advantage is based on low cost, low wage, commodit, production and its location on transportation corridors. I say the conventional wisdom is wrong.

The San Joaquin Valley can and must be an innovative region to succeed in the future. The path driven simply by cost will not create the higher wages and quality of life desired by the residents of the regions.

What is required is leadership, networks, and catalysts that will shift the Valley to a more innovative path. Our report will identify the opportunities for the Valley where regional leaders can build strong innovation networks that promote the catalytic steps required to move to a new path.

Some innovative opportunities have been identified. (see "The Economic Future of the San Joaquin Valley" on page 5 in this newsletter).

Each opportunity will require focused action by industry, government leaders and civic leaders. Each opportunity needs a leadership network to help make the right connections both within the emerging industry cluster and with universities, local governments, and training institutions.

Innovation is about overcoming conventional wisdom. What is your conventional wisdom about the San Joaquin Valley? Do you think it can it be an innovative region? Can leadership for an innovative economy be recruited, networks built around opportunities and social innovations be taken to promote a successful future for the region? These are the key questions that we need to consider.

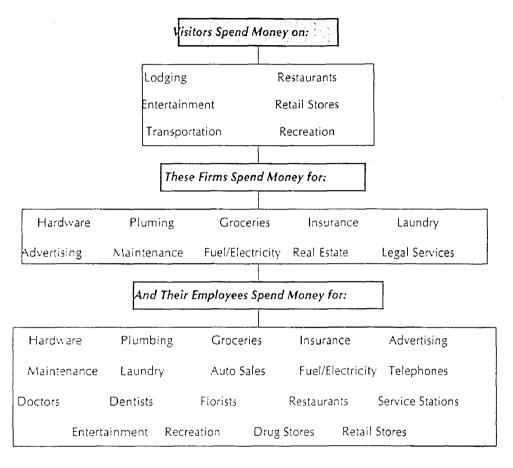
My answer is YES!

### Some Thoughts From The San Joaquin Valley Technology Conference

- The hype regarding technology changing our lives is if anything being underplayed.
- Information will basically become free only opinion and analysis will have monetary value. If all you are doing is providing information - better find a new line of work.
- The Internet is simply the global yellow pages.
- To succeed in the new economy will require a meritocracy within a risk taking culture (entrepreneurs).
- The power of place is becoming more important. People will work where
  they want to live. Place involves aesthetics, civility, safety, recreation,
  amenities quality of life.
- · Economics will fail that do not adhere to smart growth principles.
- The new economy is fast, global, networked, and knowledge-worker driven.

### Tourism Works for Lodi

Tourism development and promotion is a viable economic development activity for communities, counties and regions because each one possesses sites and attractions of potential interest to visitors. Tourism helps stabilize and diversity rural economics - creating jobs and generating state and local tax revenues. In San Joaquin County, travel expenditures amounted to \$430 million, which generated over \$5.5 million in local taxes and \$19.6 million in state tax revenue, (figures from CA Division of Tourism – County Travel Impacts 1997). Dollars spent by visitors go right back into the local economy via the sales tax – which helps maintain the community's infrastructure and fund a wide variety of public services. Simply, travel and tourism is good for the economy and for local communities.



- Many firms are primary recipients dealing with visitors such as hotels, restaurants, attractions, retail stores or transportation agencies.
- Secondary recipients owe all or part of their business volume to supplying or serving these primary recipients: such businesses as liquor, linen, and food suppliers, real estate firms, grocery stores, banks or savings and loans.
- Employees of these businesses spend money locally on products and services, contributing to a healthy economy.
- Every resident and business receives benefits from visitor dollars tax receipts, which in turn support local roads, schools, nospitals, as well as services such as fire, police protection, public transportation, cultural projects and more!

and the contribution

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- Of the 38 million annual domestic non-resident leisure person-trips to and through California, Small Counties attract approximately 3 million, or 13 percent.
- Characteristics of non-resident leisure travel to Small Counties:

Average party size	2.8 persons
Average household income	\$53,800
Average length of stay (incl. day trips)	1.7 nights
Average length of stay (exel. day trips)	3.0 nights
Traveling with children	35%
Age 55+	17%
Arriving by air	4%
Arriving by auto/RV	87%
Average per capita daily expenditure	\$72.90
Used rental car	4%
Origin of domestic travelers	
Nevada	(15%)
Oregon	(19%)
Arizona	(11%)
First Quarter (Jan - Mar)	16%
Second Quarter (Apr - Jun)	26%
Third Quarter (Jul-Sep)	37%
Fourth Quarter ( Oct - Dcc )-	20%

	1994	1995	1996	1997	8661
Average length of stay:	1.1 nights	1.0 nights	1.0 nights	1.1 nights	1.0 nights
Av.per cap. daily exp.	\$53	\$58	09\$	\$60	\$66
Average HH income:	\$53,700	\$53,700 \$53,800	\$53,700	\$56,600	\$55,400
Traveling with children:	30%	35%	38%	31%	35%
Traveling without children:	%02	%59	62%	%0.69	65.0%
Average party size:	2.5 prs	2.7 prs	2.8 prs	2.6 prs	2.7 prs
I raveling primarily by air:	2%	3%	2%	3%	3%
Traveling primarily by auto:	%88	87%	89%	%68	%88

Out-of-State Residents

	1994	1995	9661	1997	8661
Average length of stay:	3.3 nights	3.3 nights 3.4 nights 3.5 nights 3.2 nights 3.3 nights	3.5 nights	3.2 nights	3.3 nights
Av. per cap. daily exp.:	99\$	869	\$73	\$74	\$77
Average HH income:	\$49,000	\$53,100	\$53,800	\$54,100	\$57,900
Traveling with children:	27%	32%	26%	27%	32%
Traveling without children:	73%	%89	74%	73%	%89
Average party size:	2.5 prs	2.5 prs	2.5 prs	2.5 prs	2.5 prs
Traveling primarily by air:	39%	42%	52%	42%	43%
Traveling primarily by auto:	54%	20%	%17	21%	51%

	1994	1995	9661	1997	8661
Average length of stay:	1.4 mights	1.4 nights	1.4 nights	1.4 nights	.4 nights 1.4 nights 1.4 nights 1.4 nights 1.4 nights
Av. per cap. daily exp.	\$57	19\$	\$64	\$64	\$70
Average IIH income:	\$53,000	\$53,700	\$53,700	\$56,200	\$55,800
Traveling with children:	30%	34%	36%	30%	35%
Traveling without children:	70%	%99	64%	70%	65%
Average party size:	2.5 prs	2.7 prs	2.7 prs	2.6 prs	2.7 prs
Traveling primarily by air:	7%	%6	9%6	8%	%6
Traveling primarily by auto: 83%	83%	82%	82%	83%	83%

Source: Domestic Travel to California, D.K. Shifflet & Associates, Ltd., Year End 1998

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## RESEARCE TOURISM

# Tourism & the Economy

## ( Total California Travel

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California received a total of 260 million "person trips" to and through the state in 1998. 208 million (80%) trips were made by residents of California, 42 million (19%) were made by U.S. resident out-of-state travelers, and 10 million (4% of total) by international travelers. [A person trip is defined as one individual traveling more than 50 miles from their residence for purposes other than going to school or work.] (b.c)

# Domestic Travel: Business vs. Leisure

Of the total 250.1 million person trips by U.S. residents to and through California, 177.8 million (71%) were leisure travel, and the remaining 72.3 million (28%) were for business purposes. (b,c)

## State Travel Impact

estimated \$64.8 billion in 1998, or 6% of the Gross State California's travel and tourism industry generated an

## Fast Facts

## Impacts Of Travel Spending

CHANNACE AIR AS HIPTIMAT IPIAN TIAM TO HAIRADAN HIPTIMAT WITHOUTH

Travel Expenditures 64.8 Billion

Payroll 12.7 Billion Jobs 685,000

State Tax Revenue 2.5 Billion Local Tax Revenue 1.4 Billion

Federal Tax Revenue 5 Billion

## An Industry of Industries

The economic importance of the travel and tourism industry is often overlooked because few analysts view it as an integrated whole, choosing instead to look at its component parts: airlines, railroads, passenger ships and other transportation services, hotels and motels, and restaurants. Moreover, the data necessary to develop a comprehensive and consistent profile of the industry are difficult to compile, especially in the international area. (c)

### ( Employment

Travel and tourism spending in California generated jobs in eight primary sectors: [total does not add due to rounding] (a, c)

### John

Eating and drinking establishments 210,000	; 210,000
Accomodations	136,000
Recreation	103,000
Ground Transportation	39,000
Retail Sales	95,000
Air Transportation	55,000
Travel Arrangement	27,000
Food Stores	20,000
TOTAL	685,000

## (S) Travel Employment Growth

• Over a ten year period, the travel industry has created jobs at more than twice the rate as the overall state economy.

- From 1986-1996, it grew 43%, compared to 15% for all major California industries. (c,d)
- The travel industry ranks as the third largest employer in the state of California. (c)
- In the creation of new jobs, the travel industry has outperformed most other sectors of the economy. In 1998, employment grew 3.6 percent in the travel industry, while employment in other industries (such as aerospace and agriculture) continued to decline. (e)
- As the state's economy continues its strong structural shift and becomes more service-oriented, the travel industry will play an increasingly vital role in economic growth. (d)

Industries	Number of Jobs
Business Service	Over a million
Health Services	Less than a million
Travel/Tourism	685,000
Agriculture	429,000
Aerospace	167,000

### , Local Benefits, Urban/Rural

- Tourism development and promotion is a viable economic development activity for every California county, because every one of our counties has scenic, cultural and historical attractions of potential interest to visitors. (c)
- Tourism helps diversify and stabilize rural economies. The majority of the state's travel-related jobs are located in urban areas, which benefits many of California's most disadvantaged communities. (h)
- On the average, each county earns approximately \$1.1 billion in direct travel expenditures by visitors. Every county in California generates travel and tourism receipts, jobs and revenues, ranging from \$29.7 million in Modoc to \$13.2 billion in Los Angeles. (a,c)

. . . . . . . . . . . . . . . .

# V Travel and Tourism Expenditures

Nearly one out of every eight dollars in travel spending is spent in California. This proportion is larger than the state's share of U.S. population, employment, or income.

## (C) Tourism Spending

• From 1986 to 1996, spending by travelers in California grew 37%, after adjusting for inflation. (c)

### (V) Export Earnings

- California received over \$11.6 billion in international expenditures during 1996. (c)
- The foreign exchange generated by fourteen Japanese visitors to California is equivalent to the export of one mid-sized automobile. (c)
- The foreign exchange generated by fourteen Japanese visitors to California is equivalent to the export of one mid-sized automobile. (c)
- One international visitor to California has the same impact on the economy as exporting one California made computer to that traveler's country. (c)
- Tourism is the nations largest service export carner.

### (5) National Impact

- Travel and tourism is the third largest employer in the nation after health services and business. (g)
  - In the United States, travel-related employment and payroll steadily increased between 1986 and 1996. Payroll nearly doubled, with the number of jobs rising 32% during the ten year span. (a,c)

### (S) Global Impact

Travel and tourism is a high growth industry which is forecast to more than double in size over the next decade. Along with telecommunications and information technology, travel and tourism is poised to be one of the three key components of the service-led economy of the 21st Century. (1)

### World Ranking

### What is the CVB's Role?



Product Development Visitor Experience Industry/Community Partnerships

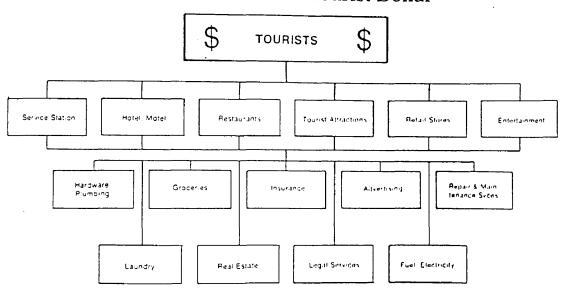
### **Local Benefits From Tourism**

Although the economic benefit is often the factor motivating most communities to get involved in tourism, many communities identify the following as other positive contributions to the community:

- Employment benefits
- Income benefits
- Diversification of economic base
- Tax revenues
- Visibility
- Cultural Benefits

As you consider the benefits tourism could bring to your community, consider also the needs these benefits might meet. Table 1.1 is a chart for assessing community needs and the potential benefits from tourism. The left column lists needs in three areas: economic, social-cultural and physical environment. The center column allows space for your responses. The right column suggests how tourism could fulfill certain needs.

Figure 1.1
Distribution of the Tourist Dollar



### Tourism and Employment

The most impressive contribution of the tourist dollar to the American economy must be measured by jobs. Travel directly generated 6 million jobs in 1989. The jobs created by the travel industry surpassed those generated by private industry in 15 states. In 1989, for each \$60,000 spent in the United States for travel tourism, on the average, one job was directly supported. This industry stands out among major U.S. industries in creating new jobs, resisting economic downturns, and providing a major source of jobs for minorities, women and youth. Figure 1.2 shows the growth of jobs in 1988, 1989 and 1990.

Of particular importance to communities both large and small, is the fact that small businesses dominate the tourist/travel industry. Of the 1.4 million travel-related business firms, 98% of them are classified as small businesses.

Many areas face a growing problem of high unemployment, particularly among those who need jobs the most, the young and the poor with few or no skills. Jobs in agriculture, fishing, forestry products and mining are increasingly harder to find. In all areas, youth and teenagers in particular, may be forced to look elsewhere for that summer, part-time or initial full-time job, perhaps never returning to their home community.

### Table 1.1 Assessing Community Needs and Potential Benefits

NEEDS	COMMUNITY ASSESSMENT	BENEFITS from TOURISM
ECONOMIC		
Unemployment		
What types of people are unem- ployed?		Tourism provides job opportunities for large numbers of service workers with minimum skills. It would be a desirable
Skilled?		- direction for development where large
Unskilled?		proportions of those seeking work fit this category. It would offer little if
Part time?		unemployment resulted from a downturn in a high technology indus-
Full time?		try.
Is unemployment seasonal?		Tourism, if developed during the slack season, may allow the community to moderate the seasonality problem.
Do young people leave the community to seek employment?		Frequently low employment rates and cyclical economies cause the young to leave the community and seek their fortunes elsewhere. Increased opportunities can allow those who wish to
Level of Local Economic Activity		remain to do so.
Are local businesses and shops		
expanding?		If your answer is "stable" or "declin- ing" then tourism may give your local
stable?		businesses the needed stimulus.
declining?		-
Is the local income level below average for the state?		Tourism may increase the general level of economic activity and produce a corresponding increase in income for owners and workers in businesses ranging from banks to retail stores to dry cleaners and other service establishments. Another possible income effect is an increase in the level of construction; facilities, new homes for
		owners, managers, and employees of tourism establishments. Caution is warranted in counting this as a con- tinuing gain since it may be a short term building boom.
Are you satisfied with the diversity of shops and stores in your area?		If not, the expanded economic activity may provide for more diversity.
Taxes Is the per capita tax in your area be-		Tourists spend money and create jobs This results in direct increases in sales
To the per capital tax in your area be- to waverage for your state?		taxes and indirect increases in both the sales, and income taxes, as workers collect and spend their new earnings.
Is the total tax revenue for local government below laverage for your state?		These dollars can support or facilitate an increase in the level of public series. Hotels restaurants and attractions as well as new nomes will expand
Are some community services underfunded by present taxes?		the base upon which property taxes, which typically support schools, are assessed Thus tourism could bring a measure of relief to hard pressed proc- erty owners.

### Table 1.1 (Continued) Assessing Community Needs and Potential Benefits

	If so perhaps tourism could be advan-
	tageous merely because it diversifies the base.
<u> </u>	The potential of tourism would vary from situation to situation. In a farming community with employment concentrated in the planting, growing, and harvesting seasons a winter sports development could meet a tremendous need. Summer recreation would intensify an already serious problem.
	The very act of engaging in an orga- nized effort can develop the communi- ty's sense of identity. The fact that outsiders spend time and money to visit one's community can increase community pride.
	Many programs will emerge around historical themes. The act of developing and promoting a plan of this sort may enhance residents' understanding of, and pride in, their heritage.
	Promoting an ethnic background increases exposure of this culture to both residents and visitors.
	Attractions developed for tourists will also be available to local residents.
	Little polution is created by tourism relative to that of other industries, such as heavy manufacturing. An area's ap-
	peal may depend upon maintaining, rather than changing, its environment. No amount of tourist traffic or litter will influence the nature of a forest as greatly as turning it into an industrial park
· · · · · · · · · · · · · · · · · · ·	If so, you can expect to have greater success in attracting and holding tourists. If not, you may generate necessary revenues and taxes to improve your community appearance.
	If not you may have a built-in attraction if your buildings have an historic background if so saving historic or ethnic areas may be made possible by the tourists attracted to restaurants shops and other attractions.

The development of a tourist industry creates jobs. Work will mainly be in the support industries, services and wholesale/retail trade. A good number of these jobs usually do not generate high levels of income for the individual or for the urban community, there are, nevertheless, some important benefits associated with them:

- Tourism can be a substantial source of employment and an economic boost in general for the local economy
- There are some jobs with advancement potential such as in the areas of amusement, recreation, public parks, cultural services and motel or restaurant management
- Most clearly benefited would be the youth
  of your community. When they seek parttime and summer employment, tourist industry jobs may provide them the opportunity to work in the home community. As
  possibly their first job, it may teach them
  valuable work skills, provide future job
  contacts and develop a sense of self-worth

Tourist industry development may provide another less identifiable employment benefit as well—new people, new skills and new industries may be brought into the community. This could make your community not only a better place to live and work, but may act to attract additional business and employment opportunities.

### Tourism and Income

Developing a tourist industry and attracting travelers will mean more income and profits for businesses receiving tourist expenditures. Additionally, the possibilities for new business opportunities are more promising. Figure 1.3 illustrates the increase in tourist receipts in 1988, 1989 and the projected increase for 1990.

Studies have shown that travel expenditures vary almost directly with the number of visits and substantially increase if visitors stay more than one day. However, total expenditures by tourists in your community do not tell the whole story. Two important economic facts must first be understood before a reasonable estimate of the impact of tourism on business income can be made. First, a part of the goods and materials used in sales by your tourist-

related businesses comes from outside the community. When these bills are paid, this part of the traveler's dollar does not benefit the community directly. However, the part of the tourist dollar that does stay in the area, usually wages, profits and additional expenditures on locally produced goods and services, does benefit the community. Local income from tourist expenditures is largely re-spent in the area, leading to still more local income, more local expenditure and so on. A good example of these direct and indirect benefits is in Jackson Hole. Wyoming, a popular outdoor recreation area. A local study of business generated from tourism showed that 56% of total sales in the area resulted from direct tourist expenditures and that an additional 22% resulted from the indirect effects of income generated from the initial purchases, for a total of 78% of sales due to tourism. Figure 1.4 illustrates how tourist dollars are circulated in the community.

### Tourism and a Diversified Economic Base

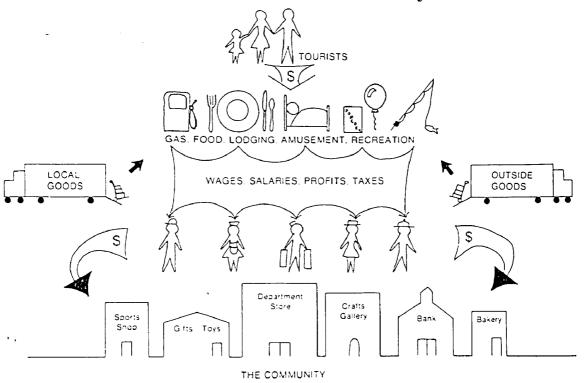
Why diversity? Ask any community which depends on one or a few large industries. Whenever a localized or national economic fluctuation has occurred, these areas have experienced high unemployment and the resultant economic and social consequences. Clearly, any area with a large number of various kinds of businesses will have a smaller problem. Cities welcome any kind of legitimate industry, but generally they must recruit new industry. Industries are less than anxious to enter an area with a declining tax base or other problems. Therefore, cities more than not, find themselves competing for industries and the odds are against them. Tourism, however, can possibly fill this gap.

Tourism as a diversification industry has many advantages over the traditional type:

- Cities are a normal and natural destination for visitors as are scenic outdoor recreation areas
- Tourism is growing and probably will continue to do so not only because income and leisure time are more plentiful, but because tourism is largely unexploited in America
- Since the labor force is essentially in place, trurism requires little or no increase in costly public facilities—schools, hospitals. The tourist himself requires few of these.
- Tourism is clean and therefore attractive to businessmen and residents alike

Services would include hotels, motels, trailer parks, campgrounds, auto service and repair, amusement and recreation. Wholesale retail includes eating and drinking establishments, gas service stations, apparel and accessary stores.

Figure 1.4
Tourism and Your Community



### Tourism, Tax Revenues and Government Benefits

Generally, as the tourist industry expands. so do tax revenues. The most important tax from the community point of view is the sales tax. When tourist expenditures are high, so are sales tax revenues. Although estimating the impact of these additional tax revenues is difficult, rough estimates indicate a figure of nearly 15% of total revenues. In these same cities, this not only "pays the tourist's way" but goes a long way to head off a financial crisis.

Special taxes are often levied by communities, aimed specifically at tourists. The "occupancy" taxes and entrance fees are based on the rationale that tourism imposes certain public costs, such as increased police protection, lifeguards, additional public facilities, upkeep of monuments and museums. This is particularly true in rural, outdoor recreational areas where tourism and its costs are more clearly identified.

Of considerable importance in many areas is the decline of local amenities such as museums, monuments, libraries, historical sites and entertainment districts. Other areas are unable to develop parks, recreational areas and other local attractions because of insufficient funding. These types of communities may find tourism to be a solution that provides the marginal profit and revenue balance needed to maintain or to develop these services. These facilities are then available for local use as well.

### Tourism and Visibility

Developing a tourist industry has other, less tangible economic benefits for your community. A very important one is visibility. Many communities suffer (unreasonably) from a bad reputation, due to their geographical location, climate or perceived attributes. The Texas Tourist Development Agency recognized their communities suffered when a survey of outside travelers showed that they thought Texas was simply a desert with attractions such as tumbleweeds and cactus. In Wichita, Kansas, tourist developers thought their businesses suffered from a misconception that Wichita was nothing but a stopping place for travelers on

the way west. The people living in these and similar areas, and the people who have explored them, know differently.

An Active travel development program can help overcome these misconceptions and be economically beneficial in several ways. One of the most-important is community pride. If your community discovers that it has something to offer visitors, something attractive enough to draw people from their home communities to yours, benefits may naturally be forthcoming. Dodge City, Kansas, is an outstanding example. Through its rich "wild west" heritage, helped considerably by the television program "Gunsmoke," pride in its history led to a fervor for additional activities in the 1950's. Spearheaded by the Jaycees, their efforts resulted in the rebuilding of historic streets, museums and cemeteries, plus a number of new attractions. Dodge City, once just another "cowboy town." developed to the point that it now attracts nearly 400,000 visitors annually. Community pride made the community even more attractive, enriching it culturally and economically.

Visitors, when meeting a proud resident, are likely to be shown more hospitality and have a better time. The visitor will stay longer and spend more money. He or she will "spread the word" about "a great place to visit." It should be remembered that much of what attracts visitors also attracts industry. New businesses, or ones relocating, seek a popular and pleasant place to do their work as well as profit from a growing tourist trade.

### Tourism and Cultural Benefits

The potential cultural benefits from tourism. though less obvious than economic benefits, may be equally significant. A carefully planned, well-organized tourist business can benefit the resident through exposure to a variety of ideas, people, languages and other cultural traits. It can add to the richness of the resident's experience by stimulating an interest in the area's history through restoration and preservation of historical sights. For instance, residents of Savannah, Georgia, undertook to restore portions of the old city as a matter of civic pride, but have since discovered that the preservation of their heritage has served as a stimulus for tourism. Today, one of the major highlights for the visitor is a tour of the historic district. Thus, tourism is now an important source of revenues for further historical restoration and preservation. As a bicentennial project, the city of Mobile, Alabama.

restored historic Fort Conde Village. The result—a national prize winning restoration project and an additional incentive for tourists to visit Mobile. The restoration and preservation of historic sites as a facet of cultural enrichment need not be confined to larger communities. The little community of Bishop Hill, Illinois, (population approximately 200) received \$700,000 from state agencies for restoration purposes.

Tourism can serve local craftsmen by providing an audience and market for their art. Taos, New Mexico, is a case in point. Long a haven for artists and craftsmen, tourism has provided a market for local arts and crafts and thus has served as an incentive for cultural creativity. Likewise, tourism has encouraged inhabitants of the Branson, Missouri, region (located in the Ozarks) to share their rich heritage of country music with visitors.

Tourism need not result in drastic exploitation of resources or destruction of natural beauty. The famous Azalea Trail in Mobile, Alabama, serves as a city beautification project, as a source of citizen pride and as a considerable enticement for tourists. The Coastal Area Planning and Development Commission of Brunswick, Georgia, has developed extensive guidelines for outdoor advertising to avoid distracting, gaudy signboards. The intent was to provide the visitor with information while preserving the natural beauty of the region.

Tourism development can add features of entertainment for the resident as well as the visitor. Tourism in the tiny community of Bishop Hill, Illinois, resulted in the construction of restaurants and a bakery which residents can enjoy as well as visitors. The above examples serve to illustrate how thoughtful development enhances civic satisfaction and pride.

Remember, tourists have more to offer a community than their dollars. They bring with them a variety of ethnic, geographic and sociocultural experiences. By establishing contacts between people of different backgrounds, tourism offers vast opportunities for people to know and understand one another in a direct way.

The attitude of the community's residents is an important feature of tourism development. A hostile or indifferent community will not attract visitors. The tourist expects to be treated well during his stay. Make certain the residents of your community are well informed as to the cultural enrichment benefits of tourism before you begin development. Residents should have the opportunity to make rational decisions to support such development in your community.

### Sewage and Trash Disposal

Similarly, the demands of tourism on sewage and trash disposal may be small compared to heavy industry, yet some communities are still not prepared to handle it. From time to time, communities may face a moratorium limiting construction until the local sewer plant is improved to meet required effluent standards. Trash and litter are problems inevitable with crowds of people. Ample waste receptacles, both public and private, should be provided. and they must be emptied much more frequently when tourism is at its peak. Streets and public areas should be kept clean, and this will take added labor and public cost. You will have to evaluate needs in these areas and consider how improvements can be financed.

### Restrooms

If you expect visitors to tarry very long at your community attractions, adequate restroom facilities will be needed. These facilities should be convenient and well maintained. Also check the availability of public water fountains. Climate permitting, a few tax-supported public fountains on main streets might keep the perennial "Daddy, I'm thirsty" from dampening the holiday mood of the families you have worked hard to attract. Park facilities for the picnicking tourists might also be considered.

### Public Safety

Public safety implies largely police and fire protection. As tourism brings more people to the community, additional police will be needed to control crowds, assist visitors and handle any increase in crime. An influx of people offers increased potential for fires, both in buildings and in nature. You should evaluate the amount and type of additional protection needed, and determine how costs will be supported.

### Public Health and Welfare

An influx of visitors naturally increases accidents and diseases that must be handled by local medical personnel and facilities. As far as welfare costs are concerned, tourism is often sought to increase local employment, which should reduce the costs of welfare.

### Operational Costs of Tourism

Operational costs are encountered once the tourism program of a community grows to the size and stature that requires formal administration. These costs include the following:

- County, regional, state and national commissions and association costs
- Promotional costs
- Survey costs (initial feasibility and ongoing impact and visitor satisfaction)
- Fund raising costs
- Office costs (part-time or full-time help, office space, materials and supplies, etc.)

### Summary

The development and maintenance of a tourism industry imposes demands on public services and costs to the local residents. These demands and costs are not without benefit to the local residents. A careful assessment of the costs and benefits should be undertaken before development decisions are made. In Chapter 3, the discussion on Cost-Benefit Analysis in Assessing Your Product and the Market, will aid you in this decision.

### What Does Your Community Have That Tourists Want?

Determining what your community has or can develop is another important step in determining the type of development you should pursue. Most communities have opportunities to expand their tourism industry. People are interested in nature, history, culture and all kinds of recreational activities. The number and type of attractions your community could develop will take some evaluation and planning, but the benefits of this assessment will be worth the effort.

Nature, fate or creativity may have already set the stage for your community to develop or expand a tourism industry. Perhaps no single attraction in your community could draw tourists to the area but a combination of attractions and events may attract them. In fact, tourists prefer a package or variety of options at a given destination.

Who will be interested in your community's attractions? Someone is interested in everything that has ever been developed, but whether or not enough people are interested to make it economical to develop and maintain will require some additional study. User studies of numerous recreation facilities show that use begins locally and expands outward in proportion to the uniqueness of the attraction and the visibility or promotion the attraction gets.

What is your market potential? This is a difficult question to answer but reasonable estimates can be made if adequate information is collected and analyzed accurately. Some of the factors which will influence your market include:

- The closeness of major population areas
- The existence and quality of roads and other transportation available from the population areas to your areas
- The number of people traveling near your area who may want to stop and visit
- The attractions that you develop
- The other facilities that support your attractions
- The target market (type of visitor) that you choose to seek
- The promotional methods you use
- The prices and other costs the visitor must pay
- Your competition

Assessing Your Product and the Market, Chapter 3, will aid you in evaluating your market potential.

A community must determine their potential to attract and hold tourists. Some communities have enough attractions and services to be a destination site for tourists. Other communities recognize their greatest potential is in attracting visitors for only a short time while they are passing through or near the community.

### Why People Travel for Leisure

Surprisingly, little appears to be written relating to the motivations which induce leisure-time travel. A differentiation must be made between business travel and leisure-time travel. It is recognized that business travel, to a convention for example, is very often closely associated with tourism. A conventioneer may spend much of his/her time on business aspects at the convention, but in the remaining time may be a typical sightseer. Indeed many convention agendas are planned to allow time for conventioneers, and often their spouses, to enjoy the attractions of the host community. However, this section is not written for the business traveler except as he/she is involved in leisuretime activity.

### Motivation in Tourism

Tourists' descriptions of travel sites generally yield words such as: "fascinating," "interesting," "stimulating," "exciting," "adventurous," "entertaining," "fun," "new experience," "different," "educational" and "broadening." Most of these descriptions seem to point out that "differences" form the basis for travel. An idea of how people refer to travel and tourism is illustrated by these quotations from an unpublished surveys

- mid like to go where there's something interesting to semil
- "We will go some place where we know someone who can show us the sights."
- "I'd like to go somewhere to get away from the daily rat race."
- "I want to escape the city heat and go to a cool place in the country."

"We consider the children and what they would enjoy along with the vacation being educational and enjoyable and something different than usual."

"We like scenery."

The implication of these typical comments suggests that the need for change is their primary motivation—the need for a different experience or a different environment. Tourism is regarded as a special form of play involving travel or "getting away from it all," thus providing a relaxation from tension.

If, as stated earlier, there is a need for change and diversity, then travel and leisure activity takes its place near the top of tourist priorities. While it is true that some groups may perceive a quiet vacation at home to be a change in itself from the hectic conditions of a busy office or factory job, many more will feel even a series of backyard vacations can become dull and routine and require a "change." Others will require a learning experience, a high pitch of excitement and a complete difference in environment in order to relieve the tensions of boredom and routine activity. The high level of affluency, therefore, allows modern society to be highly selective in satisfying its tourism needs. Many people are now financially capable of self-improvement and travel is often the form of acquiring it.

Consistent with the broader definition of travel motivation to include social status, mental and physical satisfaction, and the need to develop one's own potential and aesthetic appreciation, the following list of motivations should be studied. They may be utilized by the tourism investigator to determine if the proposed attraction can provide any of these satisfactions.

Ethnic Tourism. This is a form of tourism which may be thought of as appealing to a curious, people-oriented tourist. Such a tourist is interested in observing how people in other environments live, work and play. To illustrate, a person whose family origin is in another part of the country may wish to visit distant relatives. research his family tree, visit his birth-place or the land of his forefathers. Bishop Hili. Illinois, is an illustration of a very early Swedish settlement where many people of Swedish origin may find it enjoyable to see how their forefathers lived and to explore their national roots.

Activities such as visiting a different environment to observe the lifestyles of another ethnic group might fail in this category. Tourists might visit an Indian reservation or trading center out-post to observe native dances.

ceremonies, work skills and special characteristics of people with different lifestyles.

Cultural Tourism. Taken in a narrower sense than ethnic tourism, cultural tourism is specifically intended to promote the transmission of knowledge and ideas. Notable examples are visits to museums, attendance at musical or dramatic performances, participation in scientific or archaeological programs or organized tours. Cultural tourism may include the vestiges of a vanishing lifestyle. While Williamsburg, Virginia, might qualify as historical tourism, it also has some characteristics of cultural tourism. Activities may include folklore performance, authentically costumed participants, examining antiquities or observance of "old time days" or "pioneer days" or special cultural events. Major attractions are often re-creations of a former era, not necessarily of historical relevance, but a visual reproduction of a bygone atmosphere.

Historical Tourism. This form of tourism revolves around glories of the past. Destination activities might include tours of monuments to honor a famous event, the birthplace of a famous personage, ruins, battlegrounds or a building such as Ford's Theater where an historical event occurred. Education-oriented travelers are very much attracted to recorded historical events where they can vicariously relive the past, gaining a better understanding of history and newsworthy events.

Environmental Tourism. Usually geographically oriented, the attraction is primarily the environment itself, an environment which often is greatly different from the tourist's point of origin. The attraction may be visual-scenery, the mountains, fall foliage, the ocean at sunset or perhaps the weather-or climaticavoiding a cold snowy winter. Essentially, the emphasis is on nature. Several motivations may apply to the same tourist. Nevertheless, the individual who is assessing the attraction should try to determine if any of these basic motivations can be satisfied. Environmental tourism is the purest and largest form of tourism-the pure air, soothing cool mountain streams, vast vistas and panoramic views and even the absence of other human beings act as an enticement. The ability to capitalize on this form of tourism may depend upon creating a full range of recreational activity to tie into the environmental background

Recreation Tourism. The emphasis here is on "things to do" or physical involvement and activity. Ski slopes, championship golf courses and lakes offer the recreational activities of

skiing, golfing and fishing. While environmentally related, these also may be thought of as recreational. Even Las Vegas might be considered recreational by those who like to gamble.

Entertainment or Sensual Indulgent Tourism. This category relates to a physical, emotional and mental relaxation of tension. Again, Las Vegas, could symbolize entertainment. Big name shows or health resorts might fall in this category. Personal services such as maid service, beauty care, even the special attention offered by a head waiter might cater to this form of motivation. Gourmet dining or other culinary delights would also fall in this category. Many man-made entertainment attractions such as Disneyland or New York's "Great White Way" of Broadway shows or a rock concert could satisfy this form of motivation.

Social Status or Ego Enhancement Tourism. While our widespread affluency has created many other motivators, social status still accounts for a significant part of tourism satisfac-

tion. The need for recognition, attention, appreciation or personal development creates this category. The travel snob also falls into this category. He needs to eat in the best restaurants; he practices "one-upmanship."

The ego enhancer's reward is less the trip itself than describing it to the folks at home. He seeks the out-of-the-ordinary destination or experience. He will most likely be a large purchaser of souvenirs, curios and trinkets of some exclusiveness so that he might give credibility to his adventures back home.

Interpersonal Tourism. Numerous surveys have shown that one of the most common reasons for traveling over 100 miles is to visit friends and relatives. Almost half of all total leisure trips have been attributed to this reason. The significance of this fact to tourism brings home the need for a community to be well educated in tourism and dedicated to its successful performance.

### Components of a Tourism Industry

Tourism is a growing industry which offers benefits which will far offset liabilities for most communities that choose to pursue it. You may have decided that your community needs tourism and has the potential to develop attractions which would draw tourists. But what is involved? How should a community develop tourism? What facilities, organizations, knowledge are necessary to make a successful industry, one which will maximize benefits and minimize costs and liabilities?

Figure 1.5 shows the components of a tourism industry and how these relate to one another. First, you have the COMMUNITY. The community supplies:

- The leadership, personnel and volunteer labor for the organization which coordinates and manages the entire operation
- The labor force for all tourist-related businesses
- The public services (section 3) such as roads, transportation, parking, health and safety services (essential to tourism but also within normal functions of public works in a community)

- Support services (eating and lodging facilities, entertainment, shops, service-related businesses) are instigated by businesses in the community to serve the tourist—but which also serve residents
- Hospitality to visitors as the community can host their guests, thus ensuring wordof-mouth advertising and repeat visits—or they can view tourists as intruders

The community can choose to develop the ATTRACTIONS and SPECIAL EVENTS which might attract tourists and benefit the community. This sector interacts with both the tourist market and the community:

- The market is informed of attractions through the promotion function of the organization and individual promotion by businesses
- Planning of tourist activities, events and attractions occurs within the organization and within each tourist-related business
- The attractions themselves might also initiate the collection of data on who their market is, their attitudes toward the attractions and how much tourists spend